

## THE AMERICAS:

### REGIONAL ASSESSMENT:

Canadian software developers, in particular those developing products in the Education/Training fields are well advanced in converting products to the Spanish language. In the past, Spanish speaking countries have not been major targets for the Canadian sector. However, as business practices and copyright legislation improve in these countries, Canadian companies are viewing this as a high demand market. The Intellectual Property environment however, is still a concern.

Canadian companies have become much more active in Mexico during 1990/1991. The more attractive emerging markets are Mexico and Brazil. In addition, the 1991 post plans rated Computer technology a priority for Venezuela, Columbia and Costa Rica. More in depth market analyses would be useful in structuring a trade development program.

### **TIER A:**

**Mexico:** Canadian companies have been more proactive in this area over the last two years. Products of high interest are Educational Tools and Aids (school and preschool) and Computer-Based Training and Courseware products. Many leading Canadian companies in these fields have already converted their products to Spanish and are geared for the Spanish speaking countries. There are very little informatics products of any kind made in Mexico. As the use of IT grows in the domestic industries as well as the community generally, there will be a multitude of opportunities for diverse software products and services. With the Mexican government encouraging the use of more technology, and the potential of a "Free Trade Area," Mexico has become a prime market for Canadian software exporters.

**Brazil:** The Brazilian government restrictions limiting products to Brazilian manufacturers have inhibited the growth of the Brazilian manufacturing/industrial sector. The government plans to remove all restrictions in 1992 and has already made much headway in the removal of many restrictions. 1992 should put Brazil back in the international market as a large market seeking good products and strategic relationships in computer software products.

The COMDEX South America Trade Show, Sao Palo each September is becoming a major event for access to the Brazilian market.