

ASIA (cont'd)

- NOTE:** Taiwan This market has not been aggressively promoted to Canadian firms yet Taiwan represents one of the best potential markets in Asia for small to medium-sized Canadian firms. The Department would actively support most export promotion activity involving telecom.
- TIER B:** Thailand Active market, complicated decision cycles, larger projects require financing, attracts intense competition from major international players. Major opportunities exist which are appropriate for Canadian firms.
- China Beijing Difficult, but potentially lucrative market for Canadian firms. Long decision cycles, price dependent, and financing necessary. Infrastructure falling behind requirements, but political overlay for purchasing decisions will remain major factor for the foreseeable future.
- Shanghai Easier access than Beijing for Canadian companies as many decisions can be made at local level rather than national. Economic decisions often made more rapidly than Beijing. Otherwise, same considerations as Beijing.
- Indonesia Several large development projects, characterized by WB or ADB funding, which are appropriate for Canadian firms. Very long, convoluted decision cycles, expensive and difficult for Canadian firms to address due to necessity to identify 'correct' agent for a specific project and the necessity to make numerous visits to market to expedite decision process.
- Malaysia Privatized PTT, established infrastructure, moving towards putting in place the best network in the ASEAN region. Generally easier to penetrate than either Indonesia, Philippines or Thailand, the other comparable markets.
- Philippines Politically chaotic at times, evolving infrastructure but network inter-operability and purchasing/financing considerations can make it difficult for Canadian firms. Significant opportunities exist, especially in rural telecommunications. It should be noted that CIDA/EDC have in place a significant line of credit for the Philippines.