

# Canadian Telecommunications Technology at Philtelecom 90

■ Since the invention of the telephone in Canada in 1874, Canada has been a world leader in the development of telecommunications. The first transatlantic radio message originated from Canada, which was also the first country in the world to have its own geostationary satellite for domestic telecommunications switching, and the first to instal a fibre-optic rural telephone network.

It was thus appropriate that Canada was the leading participant at PHILTELECOM 90, which was held from September 11 to 15, 1990. Thirteen Canadian firms joined the Canadian pavilion to promote their capabilities, technology and equipment, the largest national contingent at this important show.

The show could not have come at a better time for Canadian firms entering the Philippine market. The Philippine Government has embarked on an ambitious rural telecoms development program and Canadian firms, with the support of a concessional \$42.7 million CIDA/EDC line-of-credit, are well placed to win major contracts. At the same time, many private sector carriers are upgrading their facilities and offering further opportunities. There is also a rapidly expanding market for data-communications equipment, based on the growth of computerization across Philippine industry.

Companies represented in the Canadian Pavilion at PHILTELECOM 90 were: Dataradio Inc., Eastern Independent, G. M. Gest Inc., Gandalf Data Ltd, Glenayre Electronics Ltd, Harris Farinon Canada, Microtronix Datacom Ltd, Mitel Public Switching, Navtel Incorporated, Newbridge Networks Corp., Novatel Communications, S R Telecom Inc., and TX/Communications Canada.



*Canadian Ambassador Andre S. Simard assists National Telecommunications Commissioner Josefina Lichauco in opening PHILTELECOM 90*

## CANADA-MALAYSIA JOINT-VENTURE SELLS "CASS" TO HONG KONG

■ Computasia Ltd of Hong Kong, a wholly-owned subsidiary of Hong Kong Telecom, became the first company to purchase the Customer Automated Services System (CASS), a comprehensive information software package jointly developed by Bell Canada International (BCI) and Telekom Malaysia. The agreement, signed on December 12, 1990, is valued at approximately \$9.1 million and is believed to be Malaysia's largest software sale to a foreign country.

The CASS will be used to develop a fully-integrated computerised system for Computasia, as it covers every aspect of service ordering, from the initial request for subscriber service to the final invoicing and collection of accounts. The objective is to improve the efficiency of Hong Kong Telecom which has 2.5 million subscribers.

The sale of CASS to Computasia is a major marketing success for both BCI and Telekom Malaysia and will lend significant credibility to the system. The project team, comprising over 40 systems personnel from Telekom Malaysia, BCI and Computasia, will be based in Malaysia and use Telekom Malaysia's computer facilities to develop the adopted system which has been named "The Dragon". Work is expected to be completed within 16 months.

The agreement was signed by Dr Syed Hussein Mohamed, Executive Director, on behalf of Telekom Malaysia, while BCI was represented by its Chairman, President and Chief Executive Officer, Mr Brian Tickle, and Computasia by its Managing Director, Mr Tom Sheppard.