

The competitive environment

Telecommunications

The telecommunications sector in Chile is very competitive with many foreign telecom companies currently active in the market. The major suppliers come from Japan, USA, Spain, Germany, France and Canada.

Information Technology

This is a very competitive market with major suppliers coming from the USA, Taiwan and Japan. Asian countries provide competitive prices and easy financing terms. Equipment is mainly from Acer, Compaq, IBM, Apple, Unisys, Epson, Digital and Hewlett-Packard while software comes from Novell, IBM operating software, Microsoft, and Corel's Wordperfect to name a few.

In 1995, Canada exported C\$21 million in this sector, not including software. Computer hardware imports into Chile have increased from US\$163 million in 1993 to US\$226 million in 1994. Major country suppliers are USA, Japan, Taiwan and France. In order to increase their market share, Canadian companies should focus on offering low export prices, good credit terms and strong promotional support for their representatives.

Intellectual Property Rights

Pirating remains a problem as 64% of all software sold in 1995 was pirated. However, the new Intellectual Property Law, along with court action by the Association of Software Distributors, should partially remedy this situation. Eighty percent of pirating is concentrated in the following products: word processors, operating systems for PCs and calculation charts.

PROMOTIONAL VENUES

Trade Shows

Softel '97
(Information technologies, telecommunications)
Date: July 8-13, 1997 (annual)
Place: Parque Cerrillos, Santiago, Chile
Products: telecommunications,
computer hardware and software
products
Organizer: FISA