

PUBLICATIONS

Cable TV in Korea

Market Huge for Hardware and ...

Korea is in the midst of creating its own cable television network. Scheduled to start broadcast in early 1995, this network is expected to generate a total market for hardware of as much as C\$ 6.5 billion (C\$ 1 billion required in 1994).

The new Korean industry is made up primarily of subsidiaries of large, financially stable Korean companies. They have considerable purchasing power and have an immediate need for CATV products and services. Companies that are able to mobilize quickly

and approach the Korean market can be very successful.

With a view to helping Canadian industry to evaluate and capitalize on the Korean cable television market opportunity, the Embassy in Seoul has prepared a detailed market study. Hard copies are available on request and a disk version of the study will be provided with the receipt of a DOS formatted diskette.

Contact the Commercial/Economic Section, Canadian Embassy, C.P.O. Box 6299, Seoul, Korea. Fax: (82-2) 755-0686.

... Programming and Co-production Projects

Cable television will be introduced in Korea in early 1995. Consisting initially of 27 channels, it will transmit 77,708 hours of air time. By the end of the decade, eight more channels will be designated.

For Canadian programming production companies, this represents a significant, and sudden, market opportunity. Business relationships forged now, as Korea's cable television network is forming, will pay dividends over the long term.

Opportunities for Canadian companies in this sizeable new market include selling programs and co-production projects.

Korean program providers will purchase nearly 6,000 hours of programming from abroad during 1994. Nearly

20,000 hours of programming will be produced by network production companies, program providers and independent production companies.

These companies lack experience, capital and manpower but must quickly meet Korea's requirements. This suggests that there are many opportunities for Canadian companies.

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Business Newsletter International in Scope

A Canadian magazine, *International Business Newsletter*, provides information on European, Asian, and North American markets. Each month, a significant market is featured as well as articles on new technologies, finance, business opportunities and trends.

For information, contact International Business Newsletter, Berba and Associates Inc., 2300 Sherbrooke Street East, Suite 400, Montreal, Quebec H2K 1E5. Tel.: (514) 528-8210. Fax: (514) 528-8211.

Directory on Russia Covers Business, Politics and Economics

A new, revised and updated edition of *Russia Directory: Political and Economic Analysis and Business Directory* is now available.

It lists the most important private and state-owned businesses and includes information on foreign investment, labour law, the industrial structure and Russian customs regulations.

A copy of the new edition (\$80, plus applicable taxes) may be obtained from: The Canadian German Chamber of Industry and Commerce Inc., 1010 Sherbrooke Street West, Suite 1604, Montreal, Quebec H3A 2R7. Tel.: (514) 844-3051. Fax: (514) 844-1473.