

Some expected growth areas are:

- 2MBIT Data-Communication: substantial demand from Danish industry to lease 2MBIT lines.
- X.25: Denmark has public X.25 Service but users remain few (due to lack of aggressive marketing). As integration with EEC progresses, we foresee increased usage of X.25.
- Cellular: two new national cellular services will be introduced in 1992 based on the GSM standard. One service will be privately operated and the other operated by the Danish Post & Telegraph.
- Increased sales of PABX's and data communications equipment.
- Ditto voice response systems.
- With the deregulation of public telephone network and data communication services, there will be increased demand from new service vendors for intelligent routing and billing systems.
- EDI (Electronic Data Interchange) and VANS (Value Added Network Services).

The key players are the Danish Post and Telegraph (Telecom Denmark A/S) and the four telephone companies: KTAS (Copenhagen Telephone Company), JTAS (Jutland Telephone Company), FT (Funen Telephone Company) and Tele Soenderjylland (Southern Jutland Telephone Company).

A private chain, Telepunkt, has recently been established by private investors as an alternative to the telephone companies, with respect to the supply of telephone set, PABX's data communications products, etc., to Danish end-users. This reflects general optimism with regard to future growth of the Danish telecommunications market. Other major Danish wholesalers/distributors of telephone products are Semco, Nordisk Solar and Louis Poulsen.

At present, there is also extensive interest in telephone automation products, ie. voice response systems, automatic attendants, teleconferencing products, etc. Finally, Telecom Denmark and the telephone companies are involved in a number of projects. The following is a brief overview of these projects:

- o Radio/Satellite: GMDSS (Global Maritime Distress and Safety System); Inmarsat C&A services (B&M services are still upstream); maritime VHF and MF radio/telephone services with direct dialling based on DSC; Skyphone for aeronautic