
FUTURE TRENDS

TODAY, COMMUNICATIONS TECHNOLOGY is more important than ever. We have entered the so-called "information age," an era in which information itself is becoming a dominant commodity and the capacity to generate, process, store and transmit information is becoming critical to economic strength.

Communications is one of the fastest growing sectors of the world economy and it is undergoing revolutionary transformations. Increasingly, the boundaries between telecommunications, computers and other technologies are dissolving, thus creating whole new industries, sophisticated new services and products, together with dramatic changes to our working and home environments.

Canada's early involvement in telecommunications and its continuing communications needs have placed it in the forefront of the new information era. It has contributed to advances in many areas including data networks, digital switching and transmission, satellite communications, fibre optics, videotex, direct broadcasting satellites and the creation of related international telecommunications standards. Canada's well being is very dependent on international trade. Exporting its products, expertise and services is vital. In the telecommunications field, Canada has earned an enviable reputation in a number of areas and Canadians are committed to living up to this challenge by serving well and building sound long-term relationships with their clients.

