

EASTERN EUROPE (cont'd):

TIER B:

Hungary, Czechoslovakia, Poland: There is limited market intelligence available on these countries but the aggressiveness of IT companies from these areas at other European events (eg: CeBIT) shows a high interest in forming relationships with Canadian software companies. Some Canadian companies active in these areas are successfully marketing development/utility tools and Point of Sale (POS) products.

TIER C:

Russia, Ukraine and Other East Bloc countries: There is a high need in these countries for many computer software products. However, apart from the obvious political and economic problems, there is a considerable lag in introducing standards and regulations that would help in the development of a computer user society (unlike Hungary, Czechoslovakia and Poland who have adopted IBM standards). These countries are probably better seen as a longer term market.