



PREFACE

Global Market Opportunity Reviews are working documents which evolve continuously as a result of an ongoing process of dialogue and consultation among industry and government. Papers will reflect changing market conditions and prospects as identified by our trade missions abroad and from other sources, current supply capabilities and interests of Canadian industry, and other developments which affect trade performance.

This market review is based on an analysis of market intelligence from Trade Offices abroad, industry views on world markets and reflects the consensus by federal government departments with interest in the sector.

The global market for software products is rapidly expanding. Existing markets such as the USA and Western Europe continue to grow as the use of software products expands in all business sectors. Japan, South East Asia and Latin America are rapidly emerging markets and new markets are opening up in the Asean. Canada has a high quality growing sector in all software product areas (Systems, Application Specific, Business, Retail, Educational, Healthcare and others).

The series of reviews published by EAITC is intended to influence the structure and content of international market development programs in which industry and government cooperate.