

At this early stage in the compilation of data, we found a high level of interest in joint ventures as a form of international cooperation; as many as 85 per cent of the responding sample agreed that joint ventures were an interesting expansion possibility for their own company. Export expansion is one of the key issues for as many as 62 per cent of the responding sample, who revealed they had definite plans for either starting new exports or expanding existing exports. In terms of the current level of export, it is not surprising that Scandinavia is the main export market; 53 per cent of the software publishers in the responding sample export to this market. However, a relatively high proportion (43 per cent) also export to the major European markets. A further 23 per cent export software applications to countries outside Europe.

The list below contains 12 software publishers; we succeeded in obtaining extensive information about interest in a Canadian export partner from seven of them.

The following exchange rates from July 30, 1991 are used for currency conversion:

100 Danish kroner = 591.4 CDNS  
 100 USD = 115.6 CDNS  
 100 French Francs = 19.3 CDNS  
 100 ECU = 153.0 CDNS  
 100 UK£ = 193.4 CDNS

We selected the following software publishers for further study:

Software Publisher	Export 1990		Export 1991
CMA Software	N. d.		N. d.
DAC Data	1.6 MCDNS		1.6 MCDNS
Dansk System Industri	.1 MCDNS		.3 MCDNS
Pro:Con	2.2 MCDNS		4.9 MCDNS
Unidentified	13.7 MCDNS		14.9 MCDNS
Damgaard Data	.6 MCDNS		.7 MCDNS
JDC Data	19.2 MCDNS		30.9 MCDNS
EDB Gruppen	1.5 MCDNS		2.5 MCDNS
DanWare Data	N/A		N/A
Vicorp Scandinavia	N/A		N/A
Systematic Software	.6MCDNS		1.3 MCDNS
Proccoss	N/A		N/A
<b>Average Growth</b>	<b>5 MCDNS</b>	<b>42%</b>	<b>7.1 MCDNS</b>