



► Personal Computers

Important market facts

Hardware

- In 1985 France initiated a public-awareness program 'Computers for Everyone'. The success of this program helped many French companies land contracts.
- Large enterprises with considerable expenditures (based in Paris and including major French companies, multinationals and government).
- Small companies with limited budgets (located throughout the country and including business people and professionals).

Software

- High demand.
- Large companies opt for well-known programs and their updates.
- Generally there is strong interest in software packages and their innovative applications.
- Most software is available in French.
- Since 1986 the demand has been high for the inexpensive programs tailored to companies' requirements (modified versions of well-known programs).

Market trends

- Potential markets for networks (because of the absence of word processing systems and the appeal of personal computers and communications in general).
- Networks are not yet widely used.

Additional information

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Publications

The following reports are available on request:

- The experiences of Canadian companies in France
- Survey of the personal computer market in France
- Market slots (CAD/CAM, individual electronic publishing)
- Profile of the main competitors (hardware)
- Profile of the main wholesalers (software)
- Profile of the main retailers (personal computers)
- Profile of the main distributors of peripheral devices
- Description of the 'Computers for Everyone' program