°   Also market here for PC add-on/enhancement products, communications products, voice response, LAN cards, fax, teleconferencing, emulation, imaging and graphics boards.

Software

The overall Danish market in 1990 is estimated to have been approximately CDN $500 Million and is expected to grow to CDN $660 Million in 1992. Packaged PC software accounts for approximately CDN $105 Million of the total Danish software market. Annual projected sales growth rates are between 30% and 40%.

In very rough terms there is market in Denmark for practically all types of software other than accounting/administrative software and to a certain degree AGL products.

90% of the installed Danish PC base runs on DOS: OS/2 only 3% and Apple Macintosh 2%. Unix on PC's accounts for approximately 2%.

There is a good market potential for:
- Communications software
- Applications under WINDOWS
- DTP software (DOS and Apple)
- Graphics software
- Utility/systems improvement software
- GIS software
- Technical software
- Imaging software
- UNIX is popular in Denmark both in the private and business sectors.

Data and Telecommunications

Danes are aware of Canada's strong sector capabilities in telecommunications and data-communications and there is definite positive attitude towards Canadian products and services. The telecommunications sector will continue to grow in the coming years as Danes complete digitalization of the telephone network and introduce ISDN. Deregulation on the equipment side has already taken place followed by the likely liberalization of data communications and other services and the possible liberalization of the telephone network.

The Danish telecommunications industry is significant by international standards in some niche areas and the main product categories are: cellular equipment, radio (mainly marine), fiber optic cables and telephone switching equipment.