



Team Canada Inc • Equipe Canada inc

# re and Industries

## Chinese Language Capabilities

Despite the intense competition, opportunities exist for Canadian firms offering unique or niche technologies — particularly those with

## Internet and Electronic Commerce

There are currently 700,000 Internet subscribers in Hong Kong and the number of local firms selling products to customers on-line and

twenty Canadian high-tech firms currently have regional offices in Hong Kong, and many more maintain a presence by working through local agents and distributors.

### Hong Kong Market Size (US\$ Million)

	1995	1996	1997	1998 <sup>1</sup>	1999	2000
PC Packaged and Application Software	48	58	68	82	94	108

<sup>1</sup>Estimates for 1998-2000

Chinese-language capabilities. For example, there is significant demand for Cantonese-language multimedia products, such as CD-ROMs, information kiosks, multimedia phones, video compact discs, etc., for both local consumption and export markets.

In terms of software, there are promising prospects in applications software (particularly for Chinese-language systems); Internet; electronic commerce; graphics and desktop publishing; computer-aided design; networking and communications; engineering and production control; and fourth-generation language applications.



placing orders with suppliers is increasing. Software for these applications will be a major growth area over the next year and beyond. Keep an eye out for the proposed HK\$13 billion Cyberport facility — a hi-tech multimedia hub — to be completed in two phases, commencing in 2001.

## The Canadian Presence

Hong Kong imported over \$250 million worth of high-tech products from Canada in 1997, consisting primarily of telecommunications equipment, network equipment, software and multimedia products. More than

## Access to other markets

While Hong Kong continues to be a good market for Canadian software and multimedia products and services, it also serves as an important gateway into the large Chinese market and the Asian continent. To learn more about these exciting opportunities, take a look at the full market report *The Software and Multimedia Markets in Hong Kong*, prepared by the Market Research Centre.

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The Software and Multimedia Industries

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