

doc  
CA1  
EA673  
97157  
ENG

DOCS  
CA1 EA673 97157 ENG  
The information technology and  
telecommunications market in Chile  
57867900

.b 3384810(E)



**The Information Technology and  
Telecommunications Market  
in Chile**

February 1997

*(Également disponible en français sous le titre,  
Le marché de la technologie de l'information et des télécommunications au Chili)*

Prepared by the  
Team Canada Market Research Centre  
and the  
Canadian Trade Commissioner Service

© Department of Foreign Affairs and International Trade  
(FaxLink no. 33304)

57067900

---

**Report prepared by the Team Canada Market Research Centre**

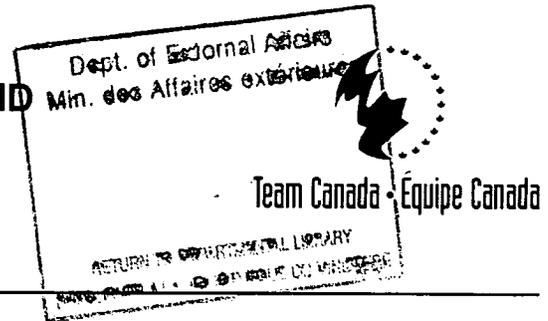
Market Intelligence Division (TBS)  
Department of Foreign Affairs and International Trade  
125 Sussex Drive, Ottawa K1A 0G2  
Telephone: (613) 996-3535  
Facsimile: (613) 943-8820  
Internet Email: [research.center@extott16.x400.gc.ca](mailto:research.center@extott16.x400.gc.ca)

The Team Canada Market Research Centre produces a wide range of market reports by region and sector for Canadian exporters. These reports are available from:

- the FaxLink Domestic service (613-944-4500);
- the DFAIT Internet Site ([www.dfait-maeci.gc.ca](http://www.dfait-maeci.gc.ca)) in the Trade, Market Information section; and
- the InfoCentre Bulletin Board for WIN Exports registered exporters (Canada: 1-800-628-1581; Ottawa-Hull: 613-944-1581).

The government of Canada has prepared this report based on primary and secondary sources of information. Readers should take note that the government of Canada does not guarantee the accuracy of any of the information contained in this report, nor does it necessarily endorse the organizations listed herein. Readers should independently verify the accuracy and reliability of the information.

# THE INFORMATION TECHNOLOGY AND TELECOMMUNICATIONS MARKET IN CHILE



## MARKET OVERVIEW

The Chilean economy has steadily improved in the past decade with growth of approximately 80%. Chile has the third highest income per capita in Latin America. Unemployment has declined to 4-6% and the inflation rate has decreased to 8-9%. Chile has been called the "Sixth Pacific Tiger". Despite this positive record, Chile remains a developing nation.

### Telecommunications

For the past five years, Chile's telecommunication sector has registered a greater rate of growth than Chile's economic rate. In 1997, the telecommunications sector is projected to grow by 7%, while the economy is estimated to increase by 5.5%. Canadian telecom firms interested in the Chilean market will have many opportunities with corporate telecom users (datacom, voice systems, dedicated lines, routers, etc.) as well as with telecom operators (digitalization, cellular, fibre optics, rural telecom, PCS, ISDN applications and equipment, Frame Relay, ATM, etc.).

### Key factors shaping future growth

In 1994, the Chilean Subsecretariat of Telecommunications (SUBTEL) introduced a telecom law, which opened up the industry to all players. The law's key element is the implementation of a "multicarrier system" which allows users to select the operator of their choice for long-distance services. All operators, including CTC through its affiliate CTC Mundo, plus ENTEL, Chilesat, VTR, Bell South, CNT Carrier, lusatel and Transam are now free to compete for this market segment. This law also created a four year Fund for the Development of Telecommunications in rural and marginal areas. The Fund, which is in its third year, assigns approximately US\$5 million per year in subsidies. A committee within SUBTEL examines all projects and provides monies from the Fund according to the project's value and impact.

In 1996, SUBTEL assigned Personal Communications Services (PCS) concessions to Telex-Chile and ENTEL, the latter winning two of the three concessions being given. Market opportunities exist for equipment and management of PCS.

Chilean demand for data and text transmission, both electronic and voice-based, is also a function of robust economic growth. Data transmission is a growing necessity due to centralized decision-making in Santiago and far-flung operations. Banks with widespread offices are in particular need of data-transmission facilities and several have already developed their own networks (based on public and private telecom facilities). There is strong domestic competition for data services and CTC, Chilepac and VTR all offer data transmission services within Chile. Satel (a subsidiary of ENTEL), Iusatel and Chilesat (Telex-Chile) also provide dedicated satellite-based data transmission services to corporate clients.

### Information Technology

The local computer market is completely open without barriers to international competition. All major global brands are available at competitive international prices. Chile's computer sector includes sales of software, hardware and post-sales services (including technical services, professional and training services). There are 5300 people that derive their work from this sector.

Chilean computer industry sales have increased from US\$375 million in 1992 to US\$902 million in 1995. Sales projections are expected to be US\$1 billion for 1996. In 1995, sales were broken down as follows: hardware plus professional services: 78%; software sold domestically and exported: 9.3%; technical services: 8.6% and training: 4.1%.

Equipment sales reached US\$410 million in 1994. The equipment market is divided as follows: PCs: 55%, peripherals 5% with the remainder mainframes and components. Major sales are from Acer, IBM, Apple and Compaq. In 1995, there were 158,772 units of PCs that were imported representing a 44% increase over 1994. The leading PC importers are Acer (22% market share), Compaq (21%), IBM (12%) and Apple (6%). Other importers include Digital, Epson, Unisys and Hewlett-Packard.

In 1993, 885 non-PC computers were imported into Chile of which 147 were IBM, 99 Synapsis, 85 Digital; 43 Cientec, 33 NCR, 32 Unisys, 31 Logica, 28 Sistemas Digitales, 26 Data General, 24 Olivetti, 17 Teknos and 14 Coasin. This represents a market of almost US\$300 million of which mini-computer, open platform workstations dominate.

In 1995, software sales were US\$55 million (US\$39 million originated from exports), an increase of 41% over 1994. Chile's main software export markets are Argentina, the United States and Peru. Major software exports are in the following areas: financial markets, services, administration and security. Estimated export sales for 1996 are US\$80 million while domestic sales may reach US\$96 million.

## PRIVATE AND PUBLIC SECTOR PLAYERS

### Telecommunications

Chile's telecommunication sector includes five major players namely: CTC, ENTEL, VTR, Telex-Chile and Bell South. However, there are a number of smaller companies who are competing with the major players.

ENTEL: Until recently, ENTEL (owned by Chilquinta, Stet and Samsung), enjoyed a monopoly of the long-distance market. ENTEL's profits were approximately US\$15.5 million in 1996 and US\$25 million in 1995. This company recently became active in local telephony through its affiliate Entelphone as well as cellular. In August of 1996, they became majority owner of Telecom, renaming the company ENTEL Telefonía Personal. ENTEL is now engaged in an expansion program of US\$700 million for the period 1996-2000. The program will include:

- the expansion of local telephony for the installation of 250,00 lines from now until the end of the century through its affiliate Entelphone;
- completion of the national fibre-optic network by the year 2000;
- connection of Chile's fibre optics and traditional trunk lines to international networks (UNISUR, AMERICAS, COLUMBUS);
- installation of the wireless system for PCS throughout Chile, through its affiliate Entel Telefonía Personal, beginning in October 1997 for the metropolitan area and fifth region;
- consolidation of its satellite transmission facilities, construction of small earth stations;
- expansion of rural microwave transmission facilities; and
- investment in foreign markets such as Colombia, Mexico, Argentina

CTC: CTC (Compañía de Telecomunicaciones de Chile), which is 48% owned by Telefonía de España, is Chile's dominant supplier of local telephony and accounts for over 80% of all investment in the telecom sector. CTC has an aggressive expansion plan aimed at increasing the ratio of telephone lines per capita from 14 to 22 by the end of the 1990s. Some major points concerning CTC:

- CTC is active in local telephony (95% of local lines), cellular phones, long distance telephony and cable.
- In 1993, CTC installed 608,000 lines and completed the total digitalization of its network. Between 1989 and 1996, it installed 2,251,106 lines. CTC estimates that it will install about 1.3 million more lines in the period 1996-2000.
- CTC will expand cellular phone systems from 40,000 to 65,000 which entails an investment of US\$22 million in 14 NEC switching stations.

- In early 1996, CTC Celular joined VTR Celular to create the company Startel Comunicaciones Moviles to tackle the mobil telecommunication sector. Together they have 50% of the mobile phone market share with a total of 175,000 subscribers. CTC is in the process of digitalizing the whole cellular network.
- CTC installed a "multi-carrier system" to allow callers to choose from eight long-distance firms: ENTEL, Chilesat, VTR, CTC Mundo, Bell South, CNT Carrier, Iusatel or Transam.
- In 1996, CTC earned profits amounting to US\$354 million.
- CTC plans to invest US\$500 million in 1997 and an additional US\$2 billion by the year 2000.

Both CTC and ENTEL are facing increasing competition from a slew of small cellular and regional communications firms who are, for the most part, backed by foreign capital and funds. Other smaller firms, such as Chilesat, Telefónica Manquehue, Iusatel and Telefónica del Sur, also continue to claim telecom market share from the two major companies and aim specifically for more of the long-distance and international market. Telefónica del Sur is investing US\$12 million in a rural telephone system for the 11th Region. Chilesat has secured an agreement from CTC to handle up to 50% of overseas calls and plans to integrate more satellite capacity into its already active corporate data services (Chilesat is a subsidiary of the large Telex Chile group which provides a wide range of business services such as telex, facsimile and land-line rentals). Chilesat will spend over US\$40 million over the next three years to upgrade its international and national long-distance capacity.

VTR S. A., one of the new competitors to CTC and ENTEL, is owned by the group Luksic (50.7%) and by SouthWestern Bell (40%). Its activities include local telephony, T.V. cable, long distance and cellular. VTR plans to invest US\$705 million in the 1995-1997 period. Of this amount, US\$270 million will be spent in private T.V. to increase its capacity (cable and microwave), as well as cable-telephony and DBS services at a national level. The company plans to invest US\$230 million in their wireless system by increasing its area and digitalizing its cellular network. US\$120 million will be invested in the long distance market and US\$85 million in local lines and rural telephony.

In Chile, there are seven companies that are licensed to operate the local telephone market. These are CTC, ENTEL Local, Manquehue, CMET and Telesat (an affiliate of Telex Chile) for the metropolitan area, Telefónica del Sur (an affiliate of VTR) for the 10th region and Telcoy for the 11th region of Chile. Telesat estimates that it will invest US\$200 million for the installation of 200,000 lines in Santiago until the year 2000.

Plant specific telecom needs are also growing. In terms of sheer size, the second largest telecom operator in Chile is Codelco, the state-owned copper mining company. There are several potential important clients for Canadian niche and corporate telecom equipment and services suppliers. These include Codelco, other mining firms (which include all the major Canadian mining companies — which are all active in Chile), pulp and paper operations, government departments, fishing companies, banks and financial institutions, and hotel/tourism complexes.

In the television cable arena, there are three major players, namely, VTR Cable Express (which in June 1996 fused with United International Holdings (UIH) making it the biggest cable supplier in the country), Metropolis-Intercom (belonging to CTC) and Cable Vision. In the future, competition will develop in value added services such as videos on demand. Please note that in Chile no single company has a specific market assigned to it and, therefore, they all compete for market shares.

### **Information Technology**

The major Chilean software exporters are Consultarias y Sistemas S.A. (8.89% share of the market), Emergency 24 Software (8.67%), Sonda (8.15%) and Synapsis (6.72%).

The hardware maintenance market is dominated by two firms: Microcare Servicios/Quinta Generacion and Cientec/Infoland. The top retail outfits include PCL, Computech/Synapsis and Sonda.

### **CHANNELS OF DISTRIBUTION**

The most common distribution channels used in Chile are distributors, agents, direct purchase and subsidiary or branch offices. It is very important to have after sales services for the Chilean client. A good distributor is a key element given the high competition present in this market. In order to increase sales, the exporter should provide full support to the representative, comply with delivery dates and provide good, clear promotional material and brochures in Spanish.

### **MARKET ACCESS CONSIDERATIONS**

Canada's relationship and business interests in Chile are expected to accelerate with the recent bilateral trading arrangement between Canada and Chile.

### **Import regulations**

Chile enjoys a remarkably free and open import market. Import duties for all products are at a flat 11% ad valorem calculated on the CIF value.

## **The competitive environment**

### Telecommunications

The telecommunications sector in Chile is very competitive with many foreign telecom companies currently active in the market. The major suppliers come from Japan, USA, Spain, Germany, France and Canada.

### Information Technology

This is a very competitive market with major suppliers coming from the USA, Taiwan and Japan. Asian countries provide competitive prices and easy financing terms. Equipment is mainly from Acer, Compaq, IBM, Apple, Unisys, Epson, Digital and Hewlett-Packard while software comes from Novell, IBM operating software, Microsoft, and Corel's Wordperfect to name a few.

In 1995, Canada exported C\$21 million in this sector, not including software. Computer hardware imports into Chile have increased from US\$163 million in 1993 to US\$226 million in 1994. Major country suppliers are USA, Japan, Taiwan and France. In order to increase their market share, Canadian companies should focus on offering low export prices, good credit terms and strong promotional support for their representatives.

## **Intellectual Property Rights**

Pirating remains a problem as 64% of all software sold in 1995 was pirated. However, the new Intellectual Property Law, along with court action by the Association of Software Distributors, should partially remedy this situation. Eighty percent of pirating is concentrated in the following products: word processors, operating systems for PCs and calculation charts.

## **PROMOTIONAL VENUES**

### **Trade Shows**

Softel '97  
(Information technologies, telecommunications)  
Date: July 8-13, 1997 (annual)  
Place: Parque Cerrillos, Santiago, Chile  
Products: telecommunications,  
computer hardware and software  
products  
Organizer: FISA

Camino a Melipilla 10.339  
Santiago, Chile  
Telephone: (56-2) 533-2838  
Facsimile: (56-2) 533-1667  
Contact: Mr. Andrés Viveros, Manager

## **Publications**

### Information Technology

PC Magazine Chile  
Reyes Lavalle 3194  
Las Condes  
Santiago, Chile  
Telephone: 56-2) 231-7053  
Facsimile: (56-2) 232-8826  
Contact: Ms. María Paz Moreno, Editor

Revista Informática  
California 1945 Of. D  
Santiago, Chile  
Telephone: (56-2) 204-2828  
Facsimile: (56-2) 204-8264  
Contact: Mr. Jorge Gatica, Editor

Microbyte  
Passy 056  
Providencia  
Santiago, Chile  
Telephone/Facsimile: (56-2) 222-2699  
Contact: Mr. José Miguel Guzmán,  
Editor

ComputerWorld  
Elena Blanco 1160  
Santiago, Chile  
Telephone: (56-2) 204-2084  
Facsimile: (56-2) 209-6524  
Contact: Mr. Emilio Filippi, Editor

## **KEY CONTACTS AND SUPPORT SERVICES**

### **Telecommunications**

#### Government

Subsecretaria de Telecomunicaciones  
Subtel  
Amunategui 178, Piso 7  
Santiago, Chile  
Telephone: (56-2) 672-9379  
Facsimile: (56-2) 698-5466  
Contact: Ricardo Pereira, Manager,  
Concessions Division

Telecom Operators

Compañía de Telecomunicaciones de Chile  
(CTC)  
Agustinas 640, Piso 25  
Casilla 16-D  
Santiago, Chile  
Telephone: (56-2) 691-2251  
Facsimile: (56-2) 632-8425  
Contact: Isaud Flores, Network Vice President

CTC Mundo (Subsidiary of CTC)  
Nueva de Lyon 72, Piso 11  
Casilla 16370, Santiago 9  
Providencia, Santiago, Chile  
Telephone: (56-2) 234-5050  
Facsimile: (56-2) 330-9700  
Contact: Alejandro Saint Jean, General  
Manager

Empresa Nacional de Telecomunicaciones  
(ENTEL)  
Av. Andrés Bello 2687 Piso 13  
Santiago, Chile  
Telephone: (56-2) 360-0123  
Facsimile: (56-2) 360-2775  
Contact: Richard Büchi, General Manager  
Konrad Burchardt, Executive Vice-President  
Commercial

VTR S.A.  
Bandera 168  
Santiago, Chile  
Telephone: (56-2) 672-5436  
Facsimile: (56-2) 695-4491  
Contact: Jorge Salvatierra, General Manager  
Carlos Cañete, Network Manager

Cellular Operators

Startel  
(Biggest cellular company in the market with  
175,000 clients, created by the union of VTR  
Celular and CTC Celular)  
Telephone: (56-2) 661-7220  
Facsimile: (56-2) 661-7299  
Contact: Mr. Jorge Id, General Manager

VTR Telecomunicaciones  
Bandera 168  
Santiago, Chile  
Telephone: (56-2) 671-3025  
Facsimile: (56-2) 671-2430  
Contact: Elías de la Cruz, General Manager of  
Telecommunications

Telex-Chile  
Rinconada El Salto 202, Huechuraba  
Santiago, Chile  
Telephone: (56-2) 252-5171  
Contact: Ramón Valdivieso, General Manager,  
Chilesat and  
General Manager, Telex-Chile  
Alejandro Ulloa, General Manager, Chilepac

Bell South Chile  
El Bosque Norte 0134  
Santiago, Chile  
Telephone: (56-2) 339-5158  
Facsimile: (56-2) 233-1939  
Contact: Jorge Bascur, General Manager

Iusatel  
Pedro de Valdivia 100, piso 15  
Santiago, Chile  
Telephone: (56-2) 246-9155  
Contact: Alberto Herreria, Executive Director

ENTEL Celular  
(1/3 belongs to ENTEL and 2/3 to Motorola)  
Telephone: (56-2) 225-2566  
Facsimile: (56-2) 225-7424  
Contact: Mr. Ricardo Cruzat, General Manager

Bell South  
Telephone: (56-2) 339-5158  
Facsimile: (56-2) 233-1939  
Contact: Mr. Jorge Bascur, General Manager

Potential Agents

Coasin Chile Ltd.  
Holanda 1292, Providencia  
Santiago, Chile  
Telephone: (56-2) 251-4747  
Facsimile: (56-2) 274-4588  
Contact: Raúl Ciudad de la Cruz, President

Sonda Ltd.  
Teatinos 574  
Santiago, Chile  
Telephone: (56-2) 695-2277  
Facsimile: (56-2) 695-6955  
Contact: Jorge Diaz, Commercial Manager

Schaferstain S.A.  
Santa María 0510  
Santiago, Chile  
Telephone: (56-2) 737-2020  
Facsimile: (56-2) 777-6120  
Contact: Jose Schaferstein, President

Inpact S.A.  
Av. Antonio Varas 697, Providencia  
Santiago, Chile  
Telephone: (56-2) 236-1428  
Facsimile: (56-2) 235-6584  
Contact: Paul Andawater, Managing Director

Interexport S.A.  
Av. Francisco Bilbao 2168  
Providencia, Santiago, Chile  
Telephone: (56-2) 635-2885  
Facsimile: (56-2) 204-4655  
Contact: Raúl Rojas Baltra, President

**Information Technology**

ACTI  
Asociación Chilena de Empresas de  
Tecnologías de Información  
Avenida Santa María 0508, Piso 4  
Santiago, Chile  
Telephone: (56-2) 735-5755  
Facsimile: (56-2) 735-5754  
Contact: Fernando Hudson, General Manager

Telectronic Ltd.  
Eliodoro Yañez 2238, Casilla 16476  
Santiago, Chile  
Telephone: (56-2) 225-7171  
Facsimile: (56-2) 341-4037  
Contact: George Cargill, General Manager

Raylex S.A.  
Av. Fco. Bilbao 2469  
Santiago, Chile  
Telephone: (56-2) 274-0088  
Facsimile: (56-2) 225-3520  
Contact: Carlos G. Dubournais Brown,  
General Manager

Gallyas Telecomunicaciones S.A.  
Av. Salvador 1318, Providencia  
Santiago, Chile  
Telephone: (56-2) 225-9001  
Facsimile: (56-2) 225-9781  
Contact: Fernando Gallyas P., Director

A-1 Alarmatic  
Los Leones 2194  
Santiago, Chile  
Telephone: (56-2) 225-8006  
Facsimile: (56-2) 204-9405  
Contact: Juan Benard Mayer, General  
Manager

Asicom S.A.  
Sta Elena 2222, San Joaquín  
Santiago, Chile  
Telephone: (56-2) 550-5500  
Facsimile: (56-2) 550-5590  
Contact: Drago Eterovic, General Manager

Asociación de Distribuidores de Software  
(ADS)  
San Sebastian 2807, Oficina 416  
Santiago, Chile  
Telephone: (56-2) 242-8684  
Facsimile: (56-2) 246-3867  
Contact: Hugo Mendez, General Manager

Potential Agents

Sonda S.A.  
Teatinos 574  
Santiago, Chile  
Telephone: (56-2) 695-2277  
Facsimile: (56-2) 695-6955  
Contact: Ricardo Majluf Sapag, General Manager

Desarrollo de Tecnologías y Sistemas Ltd.  
Rosas 1444  
Santiago, Chile  
Telephone: (56-2) 697-0991  
Facsimile: (56-2) 699-3316  
Contact: Oscar Boronig, General Manager

Teknos  
Santa Elena 2222  
Santiago, Chile  
Telephone: (56-2) 556-8390  
Facsimile: (56-2) 551-9571  
Contact: Patricio Torm, General Manager

Synapsis S.A.  
San Antonio 580, Piso 7-10  
Santiago, Chile  
Telephone: (56-2) 632-1240  
Facsimile: (56-2) 696-5999  
Contact: Gustavo González, General Manager

Rimpexchile  
Av. Pedro de Valdivia 1609  
Santiago, Chile  
Telephone: (56-2) 340-7700  
Facsimile: (56-2) 225-3062  
Contact: Jaime Valenzuela, General Manager

**Computer Software**

World Computer  
Av. El Bosque Norte 0160  
Santiago, Chile  
Telephone: (56-2) 246-1459  
Facsimile: 334-0923  
Contact: Sra. Blanca McKenna, Marketing Manager

Asicom  
Mar de Plata 2147, Providencia  
Santiago, Chile  
Telephone: (56-2) 204-7100  
Facsimile: (56-2) 550-5590  
Contact: Drago Eterovic, General Manager

Coasin Chile  
Eliodoro Yáñez 2466  
Santiago, Chile  
Telephone: (56-2) 234-2344  
Facsimile: (56-2) 234-2545  
Contact: Aurelio Montenegro, Manager

ISC Technology  
Av. Providencia 929, Piso 4  
Santiago, Chile  
Telephone: (56-2) 236-2306  
Facsimile: (56-2) 234-2545  
Contact: Rodrigo Lafuente, Executive Director  
Henry Araya, General Manager

Computerland  
Avenida Santa María 2560, Providencia  
Santiago, Chile  
Telephone: (56-2) 233-2577  
Facsimile: (56-2) 231-6835  
Contact: Carlos Johnson, General Manager

Sisteco S.A.  
Huerfanos 812, piso 3  
Santiago, Chile  
Telephone: (56-2) 639-4040  
Facsimile: (56-2) 239-8467  
Contact: Alejandro Alarcon, Commercial Manager

Galaxia  
Av. Los Leones 2515  
Santiago, Chile  
Telephone: (56-2) 204-2694  
Facsimile: (56-2) 205-0438  
Contact: Mr. Raul Valesh, Commercial Manager

Magenta  
Reyes Lavalle 3350  
Santiago, Chile  
Telephone:(56-2) 246-7777  
Facsimile: (56-2) 246-5533  
Contact: Mr. Alberto Mordojovich, General  
Manager

#### Canadian Government Contacts

Canadian Embassy  
Nueva Tajamar 481  
Torre Norte, Piso 12  
Las Condes, Santiago, Chile  
Mailing Address:  
Casilla 427  
Santiago, Chile  
Telephone: (56-2) 362-9660  
Facsimile: (56-2) 362-9664

Department of Foreign Affairs and  
International Trade Canada  
Mexico and South America Relations Division  
(LSR)  
125 Sussex Drive  
Ottawa K1A 0G2  
Telephone: (613) 996-1317  
Facsimile: (613) 943-8808

Department of Foreign Affairs and  
International Trade  
Market Intelligence Division (TBS)  
125 Sussex Drive  
Ottawa K1A 0G2  
Telephone: (613) 996-1908  
Facsimile: (613) 944-0050  
Contact: Bob Speers

Industry Canada  
235 Queen Street  
Ottawa K1A 0H5  
Telephone: (613) 990-0871  
Facsimile: (613) 990-4215/990-3858  
Contact: Ken Yokoyama

#### OTHER REFERENCE MATERIAL

Department of Foreign Affairs and International Trade, *Chile: Overview of Telecommunications Sector*, Canadian Embassy, Santiago, Chile, January 1997.

Department of Foreign Affairs and International Trade, *Overview: Computer Market*, Canadian Embassy, Santiago, Chile, January 1997.

Datapro Information Services Group, *Computing in Chile*, December 1995.



**READER EVALUATION**

Please help the Team Canada Market Research Centre to produce market reports which meet your information needs by completing this evaluation form and returning it by facsimile at (613) 943-8820. Thank you for your valuable input.

1. How did you obtain a copy of this market report?

- InfoCentre FaxLink system
- InfoCentre help line
- Local government office
- Government worldwide web site
- InfoCentre bulletin board system
- Other: \_\_\_\_\_

2. How would you describe this market report?

	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Useful	<input type="checkbox"/>				
Complete	<input type="checkbox"/>				
Well organized	<input type="checkbox"/>				
Well written	<input type="checkbox"/>				
Ideal length	<input type="checkbox"/>				

3. In what form do you prefer to obtain these reports?

- Print
- Electronic

4. Based on the information in this report, what specific action(s) does your organization plan to take in this market? Check all that apply.

- Seek an agent/distributor
- Visit the market
- Do more research
- Other: \_\_\_\_\_
- Contact Canadian trade office abroad
- Participate in a trade show abroad
- Nothing

5. What other market reports would be of benefit to your organization? Please identify specific products and countries. \_\_\_\_\_

6. Which of the following categories best describes your organization? Check one only.

- Processor/manufacture
- Trading house
- Export service provider
- Industry/trade association
- Government
- Student/academia
- Consultant
- Other: \_\_\_\_\_

7. What were your organization's total sales last year, in Canadian dollars?

- Less than \$10 million
- More than \$50 million
- \$10 million to \$50 million
- Not applicable

Additional comments/suggestions for improvement: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

OPTIONAL — The name of your organization is: \_\_\_\_\_



DOCS  
CA1 EA673 97157 ENG  
The information technology and  
telecommunications market in Chile  
57867900

 **ACCO. USA**  
WHEELING, ILLINOIS 60090  
# 25971

MADE IN USA

0 50505 25971 7

BLACK/NOIR/NEGRO