

REPORT #5  
88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88  
FORECAST OF KEY INVESTMENT ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

502 - HONG KONG

HONG KONG

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ELECTRONICS EQUIP. & SERV  
INITIATE CONTACTS BASED ON MKT KNOWLEDGE & PERSONAL ACQUAINTANCES (IN & OUT CALLS) TO INCREASE AWARENESS OF INVESTMENT PROGRAM & IDENTIFY POTENTIAL INVESTORS.

CONSUMER ELECTRONICS

5-15% OF CONTACTS WILL INVEST; IMPOSSIBLE TO QUANTIFY IN DOLLARS OR JOBS CREATED IN CDA.

CONSUMER PRODUCTS  
PURSUE ACTIVELY ONGOING DIRECT MAIL EXERCISE SECTOR BY SECTOR.

APPAREL (CLOTH, FUR, SHOES) TEXT

5-25% OF CONTACTS WILL INVEST: DITTO 1

COMM. & INFORM. EQP. & SERV  
ORGANIZE INFORMATION MEETINGS WITH TRADE & INDUSTRIAL ASSOCIATION.

TELECOMMUNICATIONS (INC SPACE)

1-10% OF (INDIRECT) CONTACTS WILL INVEST: DITTO 1

SERVICE INDUSTRIES  
GIVE INFORMATION ADDRESSES TO MEETINGS OF INFLUENTIAL BUSINESS PERSONS/INDUSTRIALISTS TO INFORM HONG KONG COMMUNITY OF PROGRAM/SERVICES AVAILABLE.

TOURISM

5-10% OF CONTACTS WILL INVEST: DITTO 1

CONSTRUCTION INDUSTRY  
RESPOND TO INITIATIVES BY HONG KONG BUSINESS PERSONS & INDUSTRIALISTS.

ARCHITECT, CONSTRUCT SERVICES

15-25% OF CONTACTS WILL INVEST: DITTO 1

NON SECTORALLY ORIENTED ACTIVITIES

INCREASE JOINT INVESTMENT PROMOTION ACTIVITIES WITH PROV. OFFICES CAPITALIZING ON VISITING PROVINCIAL & MAJOR MUNICIPAL REPRESENTATIVES FROM CDA.

SIGNIFICANT BECAUSE OF 2 OR 3 LEVELS OF GOV'T BEING INTERESTED & WORKING TOWARDS CONCLUDING SUCCESSFUL PROJECTS; THIS IS BORNE OUT IN THE PREVIOUS YEAR.

WORK CLOSELY WITH CDN & OTHER LEGAL FIRMS BANKS & ACCOUNTANTS IN HONG KONG WITH A VIEW TO ACCELERATING PROFESSIONAL ASSISTANCE PROVIDED BY THEM TO INVESTORS.

15-20% OF ENQUIRIES PURSUED SHOULD RESULT IN INVESTMENT: DITTO 1:1

HOLD MEETINGS WITH PROFESSIONALS 2. II TO ASSESS PROGRESS OF INVESTMENT ENQUIRIES & TO ENSURE LEVEL OF ASSISTANCE IS EFFECTIVE FREQUENCY IN PROPORTION TO LEVEL OF SUPPORT THEY GIVE TO INVESTMENT PROGRAM.

N/A