

REPORT 4  
89/10/10

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

POST :502-HONG KONG

004-DEFENCE PROGRAMS, PRODUCTS, SERV  
HONG KONG

PLANNING:                   ACTIVITIES PROPOSED IN POST PLAN:                   ANTICIPATED RESULTS:

ELECTRICAL & ELECTRONIC

FOLLOW UP MARKET IDENTIFICATION EFFORTS OF NEW SUPPLIERS INTRODUCED AT HITEC 87. USE HITEC 88 TO IDENTIFY ADDITIONAL NEW SUPPLIERS.

WORK WITH AT LEAST 5 NEW SUPPLIERS IN ATTEMPT TO SECURE CUSTOMERS AND/OR DISTRIBUTORS.

MARKET STUDY FOCUSING ON IDENTIFYING FULL EXTENT OF THE SECTOR, KEY CUSTOMERS/IMPORTERS/AGENTS, AND ANALYSE THE IMPACT OF THE SHIFT OF MAJOR SECURITY ACTIVITIES FROM UK ARMY/NAVY TO POLICE.

ATTEMPT TO SECURE FUNDING FOR STUDY; CONTRACT OUT STUDY AND EVALUATE AND REPORT RESULTS BY MID-1988

IDENTIFY AND INTRODUCE NEW SUPPLIERS TO THE MARKET, AND ASSIST THEM TO ESTABLISH EFFECTIVE DISTRIBUTORSHIPS

INTRODUCE AT LEAST 2 NEW SUPPLIERS

SECURE TDO ASSISTANCE IN INCLUDING HK IN ANY RELEVANT VISITS OR MISSIONS TO THE REGION

HOST AT LEAST ONE SUCH VISIT/MISSION AND USE IT TO HIGHLIGHT CANADIAN CAPABILITY.

TRACKING:                   ACTIVITIES UNDERTAKEN IN QUARTER:                   QUARTERLY RESULTS REPORTED:

QUARTER: 1 MARKET STUDY TO DETERMINE OPPORTUNITIES FOR CDN. CO.

COMPLETED IN-HOUSE STUDY AND WILL UNDERTAKE MORE IN-DEPTH MARKET STUDY TO IDENTIFY OPPORTUNITIES.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 Security/defence study postponed until new F/Y.  
Security products for building sector will be included in construction market study.  
Sectoral report written for Hi-Tech 89.  
Major mailing promoting ARMX in Hull, May 89.