

stream of Canadian companies attracted to south China – infatuated with the prospects of an untapped market of one billion presumed “consumers”.

In 1982, Ted Lipman was assigned to Hong Kong, as Trade Commissioner responsible for South China. Reporting to the Embassy in Peking, his mandate covered south China (Guangdong, Fujian, Jiangxi, Guangxi, Hunan, Yunnan and Guizhou), liaising with PRC corporations established in Hong Kong (which at that time numbered less than one hundred) and assisting Canadian exporters wishing to break into the China market.

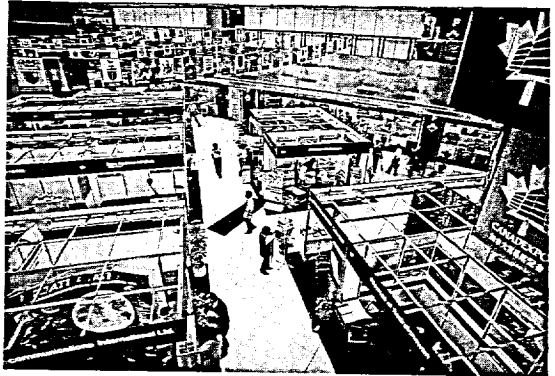
While Treleaven supervised the combined Trade and Tourism Programs, the South China Program remained relatively autonomous, relying on the Hong Kong office for infrastructural and logistical support. Over time, they came to realize they could enjoy many synergies.

Under Treleaven’s leadership, the Hong Kong trade staff did what had never been done before in Hong Kong – they organized and pulled off a massive solo Canadian trade exhibition that brought over 80 Canadian exhibitors to the Territory. With the help of several provinces that were by then located in Hong Kong, and over 250 volunteers recruited from among the Canadian university alumni associations that had been formed locally, they took over the main floor of the Hong Kong Exhibition Centre for most of a week. One of the highlights was the painting up of a tram car with Canadiana, and advertisements for CanadExpo’84. For several weeks it plied the route from Kennedy Town to Quarry Bay. Today, about 60 of the 80 firms have been successful in the market, either

directly or with agents identified as a result of the show.

Hanafi was the one who brought modern computer technology to the office. With his special knowlege, he negotiated the purchase of the Trade Program’s first micro-computer, and wrote a software package that allowed for a mailing list of 8,000 for CanadExpo. The WINEXPORTS computer system introduced worldwide in 1987 was modelled after his Trade Contacts System.

While Lipman was replaced by Christine Desloges in the South China Program in 1985, the volume of enquiries and follow-up, as well as visitor traffic, had reached such a level that the Program was under great pressure to expand. As a result, it acquired a full time Commercial Assistant, who was replaced in 1986, by a new Commercial Officer. The scope of activities also expanded, and by 1987, the Program took on every sign of being a full-fledged trade office. It handled about one thousand visitors annually, and over 5,000 enquiries from Canada, Hong Kong and southern Chinese provinces.



CanadExpo’84 was the largest promotion Canada ever held in Hong Kong.