

## *Action Plan*

The objectives of the Action Plan in this sector are to:

- gather market intelligence on policy developments and emerging market opportunities, particularly with respect to the Golden Projects and China's regional markets, through frequent contact with Chinese government and private-sector decision makers;
- support Canadian participation in major trade fairs, including PTExpocomm, Intercomm, Space '96, Softworld and Asian IT, and other industry events;
- develop joint business-government initiatives such as the Rural Telecommunications Seminar for Chinese officials and potential clients, to be held in Canada at the end of 1996. This event is being organized in collaboration with Industry Canada and the Telecommunications Executive Management Institute of Canada (TEMIC);
- negotiate and support additional co-operation agreements with the Government of China, such as the MOU signed in October 1996 by the CSA and COSTIND. These agreements provide Canadian businesses with a framework for co-operation that is recognized by Chinese organizations;
- organize policy and regulation seminars for key Chinese officials;
- work closely with Canadian firms, industry associations and local distributors to support sales of technology and services to the three new fixed-line telecommunications carriers and the six personal communication system licensees in Hong Kong, to Hong Kong-based satellite operators, including AsiaSat and HKT's 14 earth stations, and to large public- and private-sector organizations with private communications networks;
- assist Canadian firms in finding adequate local representatives, agents and joint-venture partners; and
- update and disseminate new profiles of the telecommunications and computer markets in Hong Kong.