

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 87  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 502-HONG KONG

005-COMM. & INFORM. EQP. & SERV  
HONG KONG

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

CANADIAN CONSULTING AND EQUIPMENT MARKETING AND SALES TO CABLE TV INDUSTRY.

\$1,000,000

PROMOTION OF VIDEOTEXT TO CABLE TV INDUSTRY.

SALES TO CABLE TV AND OTHER OPERATORS  
\$500,000.

ADDITIONAL PROMOTION OF X.25 DEVICES TO HONG KONG MARKET.

ESTABLISH CANADA AS BEST SOURCE OF X.25  
PRODUCTS \$2,000,000.

COMPUTERS, SOFTWARE & SYSTEMS

SOFTWARE AND COMPUTER SERVICES MARKETING STUDY.

GUIDANCE TO CANADIAN INDUSTRY. SET PRIORITIES  
\$1,000,000.

IN-HOUSE DEMONSTRATION AND SEMINARS BY COMPANIES.

DISTRIBUTION CONTRACTS, P.R. \$ 500,000.

INFORMATION BROCHURE TO HONG KONG INDUSTRY ON PERIPHERALS AND SOFTWARE.

SOURCING OF PRODUCT FROM CANADA \$1,000,000.

MEDIA CAMPAIGN TO ENHANCE AWARENESS OF CANADIAN CAPABILITIES.

PUBLIC ATTENTION, INTEREST.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SOFTWARE '87/AUTOTECH '87 COSPONSORSHIP. MEDIA CAMPAIGN ON CDN TECHNOLOGY. SOFTWARE MISSION (APR. 87) SOFTWARE MARKETING STUDY. INHOUSE DEMONSTRATIONS /SEMINARS. INFORMATION BROCHURE ON CDN SOFTWARE. PROMOTION IF VIDEOTEXT TO CATV, X.25 PROMO

ACCOMPLISHED. PUBLICITY EXPECTED FALL 87 IN PLANNING. DONE \$400,000 SALES, 3 AGENTS APPOINTED. RETURN VISITS. DONE REPORTS GOING OUT TO PROVS + CD D/DEA. EXPECTED LATER IN FY87/88. IN PLANNING. BUDGET BEING SOUGHT. UNDERWAY. LTD SUCCESS WITH X/

QUARTER: 2 -SOFTWARE 87, AUTOTECH 87, COSPONSORSHIP. -TELECOMMUNICATIONS MARKET STUDY. -WIN EXPORT SOFTWARE STUDY.

-IN FINAL PLANNING STAGES. -TO BE AWARDED IN NEXT QUARTER. -MAJOR INVOLVEMENT IN ISSUING AND EVALUATING PROPOSALS, ETC. -IN HOUSE DEMONSTRATION/COGNOS. -MAJOR SUPPORT FOR \$55MN POLICE TELECOM PROJ. -SUPP. TO CDN CO RESULTING IN C\$25M

QUARTER: 3 -IN-HOUSE PRODUCT DEMOS AD SEMINARS. -PROMOTIONS TO CABLE TV INDUSTRY. -MEDIA AD DIRECT MAIL PROMOTIONS.

-PRODUCT DEMO TO HK POLIC BY MDI: SEMINAR SERIES BY INSTRUMENTATION MISSION/DEMOS BY UTLAS. -BOTH NETWORK PROPONENTS LINED UP CDN SUPPLIERS. -1987 OFFICE MACHINES SALES SHARPLY UP. -NEW CDN SUPPLIERS PURSUING LARGE GOVT PROJ. -MARKET STUDY

QUARTER: 4 -----