

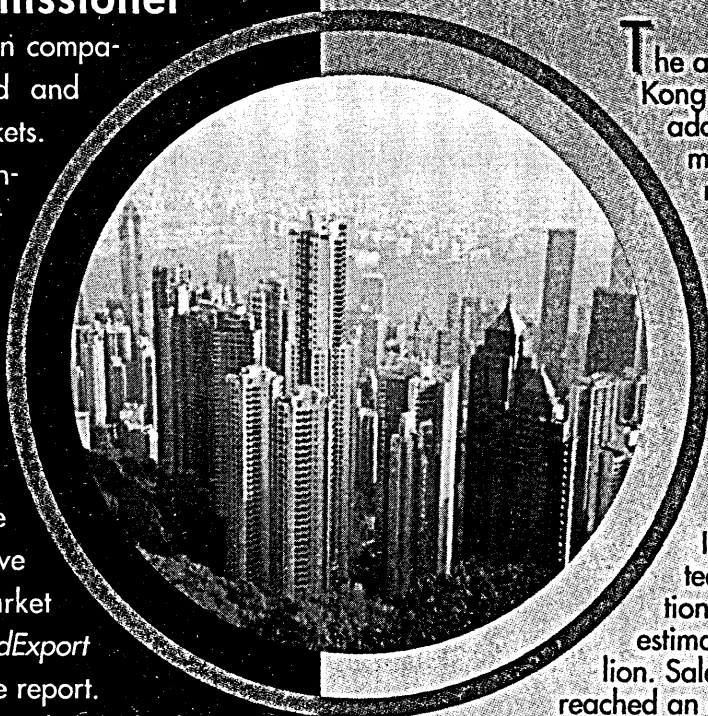
THE CANADIAN
TRADE COMMISSIONER
SERVICE *Serving Canadian Business Abroad*

HONG KONG —

The Trade Commissioner Service

helps Canadian companies that have researched and selected their target markets. Successful companies concentrate on one foreign market at a time, moving on to the next only after succeeding in the last. To help you select which market you should target, the Team Canada Market Research Centre and the Trade Commissioner Service have prepared over 500 market reports. This section of *CanadExport* provides an overview of one report.

For more information on this and other reports or if you want to know how the Canadian Trade Commissioner Service can help you get results in international markets, visit us at www.infoexport.gc.ca



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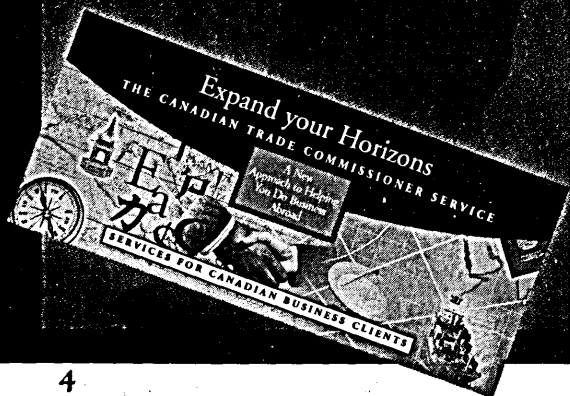
The advanced nature of the Hong Kong economy has led to the adoption of the latest in information technology and communication products. While the financial sector continues to be the largest user of these products and services, the entertainment, communications, manufacturing, government and consumer segments are also important end-users.

In 1998, the information technology and communication market in Hong Kong was estimated to be worth US\$3 billion. Sales in the software market reached an estimated \$114 million in 1998 and more than \$1.05 billion for related services. Heightened demand combined with low taxes, few tariffs or duties and a high level of disposable income for consumers make this sector in Hong Kong very attractive for Canadian firms. Imported software accounts for over half of the software products sold in Hong Kong.

THE CANADIAN TRADE COMMISSIONER SERVICE

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