

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/AUTOTCH '87 COSPONSORSHIP. MEDIA CAM-
PAIGN 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 PLAN-
NING. DONE \$400,000 SALES, 3 AGENTS APPOINTED. RE-
TURN VISITS. DONE REPORTS GOING OUT TO PROVS + OG
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 SUP-
PLIERS PURSUING LARGE GOVT PROJ. -MARKET STUDY

QUARTER: 4 -----