

502 - HONG KONG

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PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ELECTRONICS EQUIP. & SERV CONSUMER ELECTRONICS
INDIVIDUAL CONTACTS BASED ON MARKET KNOWLEDGE OF AND PERSONAL
ACQUAINTANCES IN HONG KONG ELECTRONICS INDUSTRY.

5-15% OF CONTACTS WILL INVEST: IMPOSSIBLE
TO QUANTIFY IN DOLLARS OR JOBS CREATED IN
CANADA.

CONSUMER PRODUCTS APPAREL (CLOTH, FUR, SHOES) TEXT
RESPOND TO INITIATIVES BY HONG KONG BUSINESSMEN OR INDUSTRIALISTS IN
CONSUMER PRODUCTS (IE. APPAREL/TEXTILES) INDUSTRY.

15-25% OF CONTACTS WILL INVEST: IMPOSSIBLE
TO QUANTIFY IN DOLLARS OR JOBS CREATED IN
CANADA.

COMM. & INFORM. EQP. & SERV TELECOMMUNICATIONS (INC SPACE)
RESPOND TO INITIATIVES BY CANADIAN ENQUIRERS FOR CAPITAL INVESTMENT
FROM HONG KONG IN COMMUNICATIONS AND INFORMATICS SECTORS THROUGH
INDIVIDUAL CONTACTS, LUNCHEON SEMINARS, (POSSIBLY DURING HIGH LEVEL
MINISTERIAL VISIT(S)).

1-5% OF CONTACTS WILL FIND INVESTORS:
IMPOSSIBLE TO QUANTIFY IN DOLLARS OR
JOBS CREATED IN CANADA.

CONSUMER PRODUCTS LEISURE PROD. TOOLS HARDWARE
SECTORIAL DIRECT MAILPIECES, PRE-SCREENED AND TARGETTED TO CONSUMER
PRODUCTS (IE. MACHINE TOOLS (HARDWARE SUPPLIES) SECTOR.

5-25% OF CONTACTS WILL INVEST: IMPOSSIBLE
TO QUANTIFY IN DOLLARS OR JOBS CREATED
IN CANADA.

SERVICE INDUSTRIES TOURISM
INFORMATION MEETINGS FOR HONG KONG INVESTORS (CORPORATIONS) BY
VISITING CHAMBERS OF COMMERCE AND LOCAL CDN TOURISM ASSOCIATIONS.

1-10% OF (INDIRECT) CONTACTS WILL INVEST:
IMPOSSIBLE TO QUANTIFY IN DOLLARS OR JOBS
CREATED IN CANADA.

NON SECTORALLY ORIENTED ACTIVITIES

COOPERATION WITH PROVINCIAL OFFICES THROUGH REGULAR MEETINGS AND
REFERRALS OF SPECIFIC PROVINCE TARGETTED INVESTORS PROJECTS.

RESULTS WILL DEPEND ON SUPP. FM PROV'L
OFF. : 15-25% OF ENQUIRIES INITIATED IN HK
WILL RESULT IN INVSTMT; 1-5% OF ENQUIRIES
INITIATED IN CDA WILL RESULT IN INVSTMT.

ONGOING LIAISON WITH AND REFERRAL OF ENQUIRIES TO CANADIAN LEGAL
FIRMS, BANKS AND ACCOUNTANTS IN HONG KONG.

10-15% OF ENQUIRIES PURSUED WILL RESULT IN
INVESTMENT.

MEETINGS WITH PROFESSIONALS (IE. CDN LAWYERS, BANKERS, ACCOUNTANTS,
AND BROKERS RESIDENT IN HONG KONG), TO MONITOR PROGRESS OF ENQUIRIES.

MORE ACCURATE ESTIMATE OF VALUE AND
DIRECTION OF BOTH DIRECT AND PORTFOLIO
INVESTMENTS FROM HONG KONG INTO CANADA.