

## Export and Investment Promotion Planning System

MISSION: 502 HONG KONG

COUNTRY: 189 HONG KONG

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- product/service information from Canadian companies

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: INTELLIGENCE GATHERING AND STRATEGIC SUPPORT FOR SEVERAL PROJECTS INCLUDING (A) LAND COMPUTERIZATION (B) HOSPITALS COMPUTERIZATION (C) URBAN COUNCIL LIBRARY AUTOMATION (D) IMMIGRATION DEPT. MRP.

Results Expected: SECURE AT LEAST ONE SUCH CONTRACT

For the next fiscal year, the Trade Office is planning to undertake the following new export support initiative(s) in this sector (sub-sector):

Activity: LOBBYING AND INTELLIGENCE GATHERING TO OBTAIN MAJOR GOVERNMENT SYSTEM DESIGN CONTRACT

Results Expected: SECURE AT LEAST ONE SUCH CONTRACT

Activity: IDENTIFYING & INTRODUCING STRONG CANADIAN SOFTWARE SUPPLIER INTO MARKET WITH (A) OWN OFFICES (B) HIGH PROFILE MARKETING THROUGH DISTRIBUTOR.

Results Expected: AT LEAST ONE CANADIAN COMPANY IN EACH OF (A) AND (B)

Activity: COSPONSORSHIP OF SOFTWARE EXHIBITION 88, AND/OR AUTOTECH 88, OR SIMILAR EVENTS (AT LEAST ONE)

Results Expected: LOCAL PUBLICITY OF CANADIAN PRODUCTS CANADIAN ENTRANTS IN SHOWS.