

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: |
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| | 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: |
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| QUARTER: 1 | SOFTWARE '87/AUTOTECH '87 COSPONSORSHIP. MEDIA CAMPAIGN ON CDN TECH. SOFTWARE MISS. (APR. 87). SOFTWARE MKTG. STUDY. INHOUSE DEMONSTRATIONS/SEM. INFO. BROCHURE ON CDN SOFTWARE. PROMOTION OF 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 + OGD/DEA. EXPECTED LATER IN FY87/88. IN PLANNING. BUDGET BEING SOUGHT. UNDERWAY. LTD SUGSS WITH X.25 |
| QUARTER: 2 | ----- | |
| QUARTER: 3 | ----- | |
| QUARTER: 4 | ----- | |