

REPORT 4  
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 502-HONG KONG

015-CONSTRUCTION INDUSTRY  
HONG KONG

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

BUILDING PRODUCTS

- CONTINUE MAIL CAMPAIGNS WITH TECHNICAL LITERATURE.
- CULTIVATE CLOSE RELATIONSHIP WITH DEVELOPERS ARCHITECTURAL/ENGINEERING FIRMS AND HONG KONG GOVERNMENT DEPTS./OFFICIALS BY FREQUENT VISITS AND CONTACTS.
- ALERT SUITABLE CANADIAN SUPPLIERS TO OPPORTUNITIES OF SUPPLYING TO PROJECTS IN THIS TERRITORY AND PROVIDE THEM WITH IMPORTANT MARKET INFORMATION, INCLUDING SPECS & BID DOCUMENTS.
- MATCH UP HONG KONG DEVELOPERS, ARCHITECTURAL/ENGINEERING FIRMS WITH SUITABLE CANADIAN SUPPLIERS.

1988: C\$12M  
1989: C\$13M

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1 ACTIVELY PURSUE OPPORTUNITIES FOR CDN. SUPPLIERS AND CULTIVATE LOCAL CONTACTS IN INDUSTRY.
- QUARTER: 2 -----
- QUARTER: 3 -----
- QUARTER: 4 -----

C\$1.3 MILLION SALES OF LUMBER & CONCRETE.  
2 EXCLUSIVE AGENCIES SIGNED UP.

5021 502-HONG KONG

08/10/88  
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