

REPORT 4
89/10/10

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.

1988: C\$12M

1989: C\$13M

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.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

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

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

QUARTER: 2 Build up awareness of Cdn. Capability with local industry.

4 new exclusive distributors signed up for 3 CDN companies & 1 agency agreement. - Sales totaling approx. \$500,000. - Market study will be undertaken over next two quarters.

QUARTER: 3 Study of Market Opportunities in Hong Kong

Local company hired to undertake study and report should be completed by end March 89.

QUARTER: 4 Preparation for IBEX fair in May 1989

Plans for Canada Pavilion were finalized and 15 Cdn companies and 2 Prov govts now confirmed.

Market Study for building products was contracted and finalized.

Finalized report submitted and will be distributed at IBEX and to PNC and DRIE R.O.'s