

And The Winner Is...



◆ *by Harold Mandel* ◆

products for telecommunication applications. He designed a system for call accounting called TELTRAC and repeatedly approached Hongkong Telecom and CSL. Understandably, Hongkong Telecom was wary about working with a new business with no history or customers. Eager to succeed, York approached customers directly, and after his first year had signed 13 customers, including American Express and Midland Bank.

Since his was a new and small business, Greg and his staff spent long hours customizing product and responding to customer feedback. The long hours and tremendous effort paid off when Hongkong Telecom and CSL signed an exclusive distributorship agreement with Interpacific, which beat out eight American and European competitors also bidding to enter into an agreement with Hongkong Telecom.

Greg York is the winner of the Second Annual Voyageur Award, the Chamber's award recognizing Canadian entrepreneurs in Hong Kong.

York, a native of Regina, Saskatchewan, grew up on the family farm and graduated from the University of Regina in 1981 with a degree in Business Administration. After a brief stint producing dinner theatre shows in Regina and Calgary, Greg moved to Australia to join Rank Xerox.

In 1983, the company moved him to Singapore and appointed him Regional Product Manager for microcomputers and word processors. Greg notes that on his first of frequent business trips to Hong Kong, he "...could not imagine leaving without starting a business in the territory." In 1984, Xerox transferred him to Hong Kong and, true to his instincts, Greg established his own business one year later.

Interpacific Data Management was established to market and develop PC

Building on his success, Greg hired more programmers and now operates regionally. Currently, there are more than 300 TELTRAC installations in countries including China, Singapore, Malaysia, Indonesia, Thailand, Taiwan, Korea, Japan, the Philippines, and the U.K. The latest release of TELTRAC will support Chinese and Japanese.

Greg, co-chairman of the Chamber's Entrepreneur Committee, offers the following advice to business people just starting, "If you need assistance with initial capital, chose your partner wisely." He adds, "Raise enough capital to operate for growth, otherwise you will not be able to expand as opportunities arise." ◆

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