



I WOULD LIKE MORE INFORMATION ABOUT HONGKONG BANK OF CANADA AND ITS SERVICES. I AM INTERESTED IN TRADING IN CANADA/ASIA.

NAME _____

COMPANY NAME _____

ADDRESS _____

TELEPHONE # _____

FAX # _____

SPECIFIC PRODUCT/SERVICE/GEOGRAPHIC AREA ON WHICH INFORMATION IS REQUIRED _____

ROAD _____

ed _____

uld explain why you are looking for
 ors from the Asia-Pacific region as
 ed to other regions of the world;

uld define the characteristics of
 or sought in terms of size of com-
 what you hope to receive (capital,
 ology, management skills), and
 lementary strategic interests;

uld contain a detailed action plan
 ifying specific milestones in the
 ss;

ction plan should be time-phased
 cify how much time can be allot-
 various phases;

should be a detailed budget iden-
 y how much you can afford to risk
 d an investor. Remember that you
 ot be successful and that the
 y you spend on the process may
 no result.

next five years? The answer should

its strengths and weaknesses rela-

Target potential types of investors

What kind of investors are you looking for? For example, banks, large companies, SMEs, private companies?

Line up your resources

Who is going to do the work of investment prospecting and how much money can your company spend on finding an investor? Be sure to include not only the missionary or selling effort, but also the costs of research. You may also want to budget for a consultant.

Prepare an action plan

Prepare a detailed listing of the steps you are going to take beginning with desk research and ending with negotiations. Add some details about timing to keep it on track, though remain flexible if things take a slightly different turn.