REPORT 4
89/02/06

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

005-COMM. & INFORM. EQP.& SERV
HONG KONG

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
TELECOMMUNICATIONS (INC SPACE)	
TELECOMMUNICATIONS MARKET STUDY UNDER WAY TO STUDY IMPACT OF DEREGULATION, NEW PRODUCT AREAS (CABLE TV, DATA NETWORKS, ETC), (NTS)	WILL FORM BASIS FOR STRATEGY PAPER IN EARLY FY 88/89.
INTELLIGENCE GATHERING,AND STRATEGIC SUPPORT UNDERWAY FOR SEVERAL PROJECTS INCLUDING (A) POLICE TELECOMS (B) MOBILE DATA NETWORK (C) SATELLITE PROCUREMENT (D) CABLE TV SUPPLY CONTRACTS.	AT LAST TWO OF (A) THROUGH (D) WILL BE SECURED.
STRATEGY PAPER FOR A CANADIAN THRUST IN THE TELECOMS MARKET TO (A) RECOVER MARKET SHARE (B) CAPITALIZE ON ANTICIPATED DEREGULATION IN 1988-93	FOR SUBMISSION TO DOC, DEA AND DRIE IN JUNE 88.
FORM STRATEGIC LIAISONS,AND PROVIDE TIMELY INTELLIGENCE TO ENSURE AT LEAST ONE CANADIAN COMPANY SECURES A SUPPLY CONTRACT IN NEW CABLE TV NETWORK.	NETWORK PROVIDER TO BE SELECTED IN SPRING 88. SUPPLY CONTRACTS TO BE LET IN MID 88 TO LATE 89
COMPUTERS, SOFTWARE & SYSTEMS	
INTELLIGENCE GATHERING AND STRATEGIC SUPPORT FOR SEVERAL PROJECTS INCLUDING (A)LAND COMPUTERIZATION (B)HOSPITALS COMPUTERIZATION (C)URBAN COUNCIL LIBRARY AUTOMATION (D) IMMIGRATION DEPT. MRP.	SECURE AT LEAST ONE SUCH CONTRACT
LOBBYING AND INTELLIGENCE GATHERING TO OBTAIN MAJOR GOVERNMENT SYSTEM DESIGN CONTRACT	SECURE AT LEAST ONE SUCH CONTRACT
IDENTIFYING & INTRODUCING STRONG CANADIAN SOFTWARE SUPPLIER INTO MARKET WITH (A) OWN OFFICES (B) HIGH PROFILE MARKETING THROUGH DISTRIBUTOR.	AT LEAST ONE CANADIAN COMPANY IN EACH OF (A) AND (B)
COSPONSORSHIP OF SOFTWARE EXHIBITION 88, AND/OR AUTOTECH 88, OR SIMILAR EVENTS (AT LEAST ONE)	LOCAL PUBLICITY OF CANADIAN PRODUCTS CANADIAN ENTRANTS IN SHOWS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1 OUTGOING MISSION.	MISSION POSTPONED DUE TO LACK OF CDN INTEREST.
QUARTER: 2 Ensure Cdn. involvement in Cable TV contract.	Advised 33 Cdn.companies of cable TV proposal issued by HK Gov't. At least 5 co. are actively pursuing contracts through local bidders.
QUARTER: 3 -----	
QUARTER: 4 -----	