

REPORT #5  
88/10/21

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

502 - HONG KONG

HONG KONG

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ELECTRONICS EQUIP. & SERV CONSUMER ELECTRONICS  
INITIATE CONTACTS BASED ON MKT KNOWLEDGE & PERSONAL ACQUAINTANCES (IN  
& OUT CALLS) TO INCREASE AWARENESS OF INVESTMENT PROGRAM & IDENTIFY  
POTENTIAL INVESTORS.

5-15% OF CONTACTS WILL INVEST; IMPOSSIBLE  
TO QUANTIFY IN DOLLARS OR JOBS CREATED IN  
CDA.

CONSUMER PRODUCTS APPAREL (CLOTH, FUR, SHOES) TEXT  
PURSUE ACTIVELY ONGOING DIRECT MAIL EXERCISE SECTOR BY SECTOR.

5-25% OF CONTACTS WILL INVEST: DITTO 1

COMM. & INFORM. EQP. & SERV TELECOMMUNICATIONS (INC SPACE)  
ORGANIZE INFORMATION MEETINGS WITH TRADE & INDUSTRIAL ASSOCIATION.

1-10% OF (INDIRECT) CONTACTS WILL INVEST:  
DITTO 1

SERVICE INDUSTRIES TOURISM  
GIVE INFORMATION ADDRESSES TO MEETINGS OF INFLUENTIAL BUSINESS PER-  
SONS/INDUSTRIALISTS TO INFORM HONG KONG COMMUNITY OF PROGRAM/SERVICES  
AVAILABLE.

5-10% OF CONTACTS WILL INVEST: DITTO 1

CONSTRUCTION INDUSTRY ARCHITECT, CONSTRUCT SERVICES  
RESPOND TO INITIATIVES BY HONG KONG BUSINESS PERSONS & INDUSTRIALISTS.

15-25% OF CONTACTS WILL INVEST: DITTO 1

NON SECTORALLY ORIENTED ACTIVITIES

INCREASE JOINT INVESTMENT PROMOTION ACTIVITIES WITH PROV. OFFICES  
CAPITALIZING ON VISITING PROVINCIAL & MAJOR MUNICIPAL REPRESENTATIVES  
FROM CDA.

SIGNIFICANT BECAUSE OF 2 OR 3 LEVELS OF  
GOV'T BEING INTERESTED & WORKING TOWARDS  
CONCLUDING SUCCESSFUL PROJECTS; THIS IS  
BORNE OUT IN THE PREVIOUS YEAR.

WORK CLOSELY WITH CDN & OTHER LEGAL FIRMS BANKS & ACCOUNTANTS IN HONG  
KONG WITH A VIEW TO ACCELERATING PROFESSIONAL ASSISTANCE PROVIDED BY  
THEM TO INVESTORS.

15-20% OF ENQUIRIES PURSUED SHOULD RESULT  
IN INVESTMENT: DITTO 1:1

HOLD MEETINGS WITH PROFESSIONALS 2. II TO ASSESS PROGRESS OF INVESTMENT  
ENQUIRIES & TO ENSURE LEVEL OF ASSISTANCE IS EFFECTIVE FREQUENCY IN  
PROPORTION TO LEVEL OF SUPPORT THEY GIVE TO INVESTMENT PROGRAM.

N/A