

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
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)	
	CANADIAN CONSULTING AND EQUIPMENT MARKETING AND SALES TO CABLE TV INDUSTRY.	\$1,000,000
	PROMOTION OF VIDEOTEXT TO CABLE TV INDUSTRY.	SALES TO CABLE TV AND OTHER OPERATORS \$500,000.
	ADDITIONAL PROMOTION OF X.25 DEVICES TO HONG KONG MARKET.	ESTABLISH CANADA AS BEST SOURCE OF X.25 PRODUCTS \$2,000,000.
	COMPUTERS, SOFTWARE & SYSTEMS	
	SOFTWARE AND COMPUTER SERVICES MARKETING STUDY.	GUIDANCE TO CANADIAN INDUSTRY. SET PRIORITIES \$1,000,000.
	IN-HOUSE DEMONSTRATION AND SEMINARS BY COMPANIES.	DISTRIBUTION CONTRACTS, P.R. \$ 500,000.
	INFORMATION BROCHURE TO HONG KONG INDUSTRY ON PERIPHERALS AND SOFTWARE.	SOURCING OF PRODUCT FROM CANADA \$1,000,000.
	MEDIA CAMPAIGN TO ENHANCE AWARENESS OF CANADIAN CAPABILITIES.	PUBLIC ATTENTION, INTEREST.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	SOFTWARE '87/AUTOTECH '87 COSPONSORSHIP. MEDIA CAMPAIGN ON CDN TECHNOLOGY. SOFTWARE MISSION (APR. 87) SOFTWARE MARKETING STUDY. INHOUSE DEMONSTRATIONS /SEMINARS. INFORMATION BROCHURE ON CDN SOFTWARE. PROMOTION IF VIDEOTEXT TO CATV, X.25 PROMO	ACCOMPLISHED. PUBLICITY EXPECTED FALL 87 IN PLANNING. DONE \$400,000 SALES, 3 AGENTS APPOINTED. RETURN VISITS. DONE REPORTS GOING OUT TO PROVS + DG D/DEA. EXPECTED LATER IN FY87/88. IN PLANNING. BUDGET BEING SOUGHT. UNDERWAY. LTD SUCCESS WITH X/
QUARTER: 2	-SOFTWARE 87, AUTOTECH 87, COSPONSORSHIP. -TELECOMMUNICATIONS MARKET STUDY. -WIN EXPORT SOFTWARE STUDY.	-IN FINAL PLANNING STAGES. -TO BE AWARDED IN NEXT QUARTER. -MAJOR INVOLVEMENT IN ISSUING AND EVALUATING PROPOSALS, ETC. -IN HOUSE DEMONSTRATION/COGNOS. -MAJOR SUPPORT FOR \$55MN POLICE TELECOM PROJ. -SUPP. TO CDN CO RESULTING IN C\$25M
QUARTER: 3	-IN-HOUSE PRODUCT DEMOS AD SEMINARS. -PROMOTIONS TO CABLE TV INDUSTRY. -MEDIA AD DIRECT MAIL PROMOTIONS.	-PRODUCT DEMO TO HK POLIC BY MDI: SEMINAR SERIES BY INSTRUMENTATION MISSION/DEMOS BY UTLAS. -BOTH NETWORK PROPONENTS LINED UP CDN SUPPLIERS. -1987 OFFICE MACHINES SALES SHARPLY UP. -NEW CDN SUPPLIERS PURSUING LARGE GOVT PROJ. -MARKET STUDY