

REPORT #5  
89/05/10

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
-----	-----	-----

???????	???????	
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

ADVANCED TECH. PROD. & SERV	???????	
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 PERSONS/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
--	--	-----