

REPORT #5 QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
89/10/06 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

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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 & SERVICES

APPAREL (CLOTH,FUR,SHOES) TEXT

PURSUAE ACTIVELY ONGOING DIRECT MAIL EXERCISE SECTOR BY SECTOR.

5-25% OF CONTACTS WILL INVEST: DITTO 1

ADVANCED TECH. PROD. & SERV

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ORGANIZE INFORMATION MEETINGS WITH TRADE & INDUSTRIAL ASSOCIATION.

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

OTHER SERVICES

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,CONS,CONSUL,SERV

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