

REPORT #5  
89/02/08

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

ACTIVITIES PROPOSED IN POST PLAN	ANTICIPATED RESULTS
<p>ELECTRONICS EQUIP. &amp; SERV INITIATE CONTACTS BASED ON MKT KNOWLEDGE &amp; PERSONAL ACQUAINTANCES (IN &amp; OUT CALLS) TO INCREASE AWARENESS OF INVESTMENT PROGRAM &amp; IDENTIFY POTENTIAL INVESTORS.</p>	<p>CONSUMER ELECTRONICS 5-15% OF CONTACTS WILL INVEST; IMPOSSIBLE TO QUANTIFY IN DOLLARS OR JOBS CREATED IN CDA.</p>
<p>CONSUMER PRODUCTS PURSUE ACTIVELY ONGOING DIRECT MAIL EXERCISE SECTOR BY SECTOR.</p>	<p>APPAREL (CLOTH, FUR, SHOES) TEXT 5-25% OF CONTACTS WILL INVEST: DITTO 1</p>
<p>COMM. &amp; INFORM. EQP. &amp; SERV ORGANIZE INFORMATION MEETINGS WITH TRADE &amp; INDUSTRIAL ASSOCIATION.</p>	<p>TELECOMMUNICATIONS (INC SPACE) 1-10% OF (INDIRECT) CONTACTS WILL INVEST: DITTO 1</p>
<p>SERVICE INDUSTRIES GIVE INFORMATION ADDRESSES TO MEETINGS OF INFLUENTIAL BUSINESS PERSONS/INDUSTRIALISTS TO INFORM HONG KONG COMMUNITY OF PROGRAM/SERVICES AVAILABLE.</p>	<p>TOURISM 5-10% OF CONTACTS WILL INVEST: DITTO 1</p>
<p>CONSTRUCTION INDUSTRY RESPOND TO INITIATIVES BY HONG KONG BUSINESS PERSONS &amp; INDUSTRIALISTS.</p>	<p>ARCHITECT, CONSTRUCT SERVICES 15-25% OF CONTACTS WILL INVEST: DITTO 1</p>
<p>NON SECTORALLY ORIENTED ACTIVITIES INCREASE JOINT INVESTMENT PROMOTION ACTIVITIES WITH PROV. OFFICES CAPITALIZING ON VISITING PROVINCIAL &amp; MAJOR MUNICIPAL REPRESENTATIVES FROM CDA.</p>	<p>SIGNIFICANT BECAUSE OF 2 OR 3 LEVELS OF GOV'T BEING INTERESTED &amp; WORKING TOWARDS CONCLUDING SUCCESSFUL PROJECTS; THIS IS BORNE OUT IN THE PREVIOUS YEAR.</p>
<p>WORK CLOSELY WITH CDN &amp; OTHER LEGAL FIRMS BANKS &amp; ACCOUNTANTS IN HONG KONG WITH A VIEW TO ACCELERATING PROFESSIONAL ASSISTANCE PROVIDED BY THEM TO INVESTORS.</p>	<p>15-20% OF ENQUIRIES PURSUED SHOULD RESULT IN INVESTMENT: DITTO 1:1</p>
<p>HOLD MEETINGS WITH PROFESSIONALS 2.II TO ASSESS PROGRESS OF INVESTMENT ENQUIRIES &amp; TO ENSURE LEVEL OF ASSISTANCE IS EFFECTIVE FREQUENCY IN PROPORTION TO LEVEL OF SUPPORT THEY GIVE TO INVESTMENT PROGRAM.</p>	<p>N/A</p>