

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 TECH. SOFTWARE MISS. (APR. 87). SOFTWARE MKTG. STUDY. INHOUSE DEMONSTRATIONS/SEM. INFO. BROCHURE ON CDN SOFTWARE. PROMOTION OF 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 + OGD/DEA. EXPECTED LATER IN FY87/88. IN PLANNING. BUDGET BEING SOUGHT. UNDERWAY. LTD SUGSS WITH X.25
QUARTER: 2	-----	
QUARTER: 3	-----	
QUARTER: 4	-----	