

502 - HONG KONG

HONG KONG

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS

ELECTRONICS EQUIP. & SERV                      CONSUMER ELECTRONICS  
INDIVIDUAL CONTACTS BASED ON MARKET KNOWLEDGE OF AND PERSONAL  
ACQUAINTANCES IN HONG KONG ELECTRONICS INDUSTRY.

5-15% OF CONTACTS WILL INVEST: IMPOSSIBLE  
TO QUANTIFY IN DOLLARS OR JOBS CREATED IN  
CANADA.

CONSUMER PRODUCTS                              APPAREL (CLOTH, FUR, SHOES) TEXT  
RESPOND TO INITIATIVES BY HONG KONG BUSINESSMEN OR INDUSTRIALISTS IN  
CONSUMER PRODUCTS (IE. APPAREL/TEXTILES) INDUSTRY.

15-25% OF CONTACTS WILL INVEST: IMPOSSIBLE  
TO QUANTIFY IN DOLLARS OR JOBS CREATED IN  
CANADA.

COMM. & INFORM. EQP. & SERV                      TELECOMMUNICATIONS (INC SPACE)  
RESPOND TO INITIATIVES BY CANADIAN ENQUIRERS FOR CAPITAL INVESTMENT  
FROM HONG KONG IN COMMUNICATIONS AND INFORMATICS SECTORS THROUGH  
INDIVIDUAL CONTACTS, LUNCHEON SEMINARS, (POSSIBLY DURING HIGH LEVEL  
MINISTERIAL VISIT(S)).

1-5% OF CONTACTS WILL FIND INVESTORS:  
IMPOSSIBLE TO QUANTIFY IN DOLLARS OR  
JOBS CREATED IN CANADA.

CONSUMER PRODUCTS                              LEISURE PROD. TOOLS HARDWARE  
SECTORIAL DIRECT MAILPIECES, PRE-SCREENED AND TARGETTED TO CONSUMER  
PRODUCTS (IE. MACHINE TOOLS (HARDWARE SUPPLIES) SECTOR.

5-25% OF CONTACTS WILL INVEST: IMPOSSIBLE  
TO QUANTIFY IN DOLLARS OR JOBS CREATED  
IN CANADA.

SERVICE INDUSTRIES                              TOURISM  
INFORMATION MEETINGS FOR HONG KONG INVESTORS (CORPORATIONS) BY  
VISITING CHAMBERS OF COMMERCE AND LOCAL CDN TOURISM ASSOCIATIONS.

1-10% OF (INDIRECT) CONTACTS WILL INVEST:  
IMPOSSIBLE TO QUANTIFY IN DOLLARS OR JOBS  
CREATED IN CANADA.

NON SECTORALLY ORIENTED ACTIVITIES

COOPERATION WITH PROVINCIAL OFFICES THROUGH REGULAR MEETINGS AND  
REFERRALS OF SPECIFIC PROVINCE TARGETTED INVESTORS PROJECTS.

RESULTS WILL DEPEND ON SUPP. FM PROV'L  
OFF. : 15-25% OF ENQUIRIES INITIATED IN HK  
WILL RESULT IN INVSTMT; 1-5% OF ENQUIRIES  
INITIATED IN CDA WILL RESULT IN INVSTMT.

ONGOING LIAISON WITH AND REFERRAL OF ENQUIRIES TO CANADIAN LEGAL  
FIRMS, BANKS AND ACCOUNTANTS IN HONG KONG.

10-15% OF ENQUIRIES PURSUED WILL RESULT IN  
INVESTMENT.

MEETINGS WITH PROFESSIONALS (IE. CDN LAWYERS, BANKERS, ACCOUNTANTS,  
AND BROKERS RESIDENT IN HONG KONG), TO MONITOR PROGRESS OF ENQUIRIES.

MORE ACCURATE ESTIMATE OF VALUE AND  
DIRECTION OF BOTH DIRECT AND PORTFOLIO  
INVESTMENTS FROM HONG KONG INTO CANADA.