

on anything less than commercial scale projects as on small orders he would not be able to offer a competitive price or delivery times.

Reluctance

He is hoping to overcome this by persuading one of his Canadian principles to let him manufacture Canadian air conditioning equipment under license here as companies from other parts of the world are doing.

"Canadians are reluctant to invest outside of their own country and tend to be conservative businessmen, but I am still involved in negotiations and am hoping for a favourable outcome," he said.

Until recently, according to Leung, Canadians have been satisfied with their own market and the neighbouring United States market, and so many companies are not geared up to doing business with Asia.

"I know exactly what the Canadian manufacturers are doing and how they conduct business, and I also know how people think and what they are looking for in Hong Kong which is why I am able to conduct business successfully, but unless you know and understand both sides then you will have a problem," he said.

In the field of electrical goods, Canadian manufacturers have not even bothered to change their catalogues to conform to the power requirements of the Asian market. In Canada electricity operates at 60Hz, while in Hong Kong the system is on 50Hz, and so the motors and ratings of all the equipment to be sold here have to be modified. While the Canadian manufacturers can do that with equipment

for export, most have not reflected this in their catalogues and so it appears that their products are not compatible with the Hong Kong power system.

He also noted that electrical and electronic products change so quickly, with new improved models pouring onto the market, that it was important for people doing business with Hong Kong to make sure that the catalogues and brochures available here actually reflect the latest technology available and not last year's models.

Another problem that Canadians wishing to export to Hong Kong face is delivery times. "In this market people want things immediately and not in several months time. Canadian manufacturers, however, do not usually keep stockpiles and only order their raw materials after receiving a firm order and this will have to change if they seriously want to compete here," he said.

Leung feels that if Canadian companies can overcome their innate conservatism there could be a big scope, and a bright future, for joint-venture projects using Canadian technical know-how and local labour to make equipment in Hong Kong for export to third world countries and China.

He says that there is a great deal of potential for Canadian products in the Chinese market and his company is involved in air conditioning projects in Beijing, Shanghai and Shekou.

"In general the Chinese far prefer Canadian equipment to that from the United States or even from Japan, and Canadian companies should be able to capitalise on that," he says.

years of the switch to communications equipment, business was slow as he felt out the market and his products gained acceptance. Last year and this year "sales have taken off rather nicely" with this year's figures up 30% compared to the same period last year.

He says that there is a tremendous market in Hong Kong, China and neighbouring countries for Canadian communications equipment. "In telecommunications Canada is the world leader in technology in my opinion and so there is no difficulty in selling the products," he said.

Data 100 is taking advantage of Canadexpo '84 to give a working demonstration of all the products it supplies, and at the same time provide a communications service to the Canadian Commission and anybody else who wants to use it.

The only new product to Hong Kong will be SR Telecoms' microwave radio systems. "These are particularly suited to the Chinese market in areas where no cables have been laid down with oilfield being one of the main target markets," he said.

FEATURES

Pace of High-Tech Investment to Speed up

By J.F. Yaxley

Although past investment in Hong Kong industry by Canadian companies has been at a comparatively low level, there has recently been a significant increase in interest.

Several Canadian companies are considering investment in Hong Kong to produce micro-computers and telecommunications equipment, and some already here are currently expanding their operations.

The Industry Department of the Hong Kong Government is the main organisation in Hong Kong responsible for industrial investment promotion. Its head office, on the 14th floor of the Ocean Centre in Kowloon, has a unit devoted solely to industrial promotion, and is staffed by specialist officers who are always ready to assist those who have an interest in investing in Hong Kong. North America is at present served by an Industrial Promotion Office in San Francisco.

By the end of last year, a total of 531

FEATURES

Success Story for Communications Man

By Mike Newlands

A man who regards Hong Kong as a business Mecca is Bob Cochrane, the managing director of Data 100 Hong Kong Ltd.

"After my experiences in Hong Kong I would not consider setting up business anywhere else in the world," he said. "The situation here is ideal with no government interference, an excellent infrastructure and an educated and hard-working workforce and sophisticated customers who know what they want."

Cochrane started his business as a joint venture with communications giant Northern Telecom in 1978 and initially the company concentrated solely on distributing Northern Telecom's computer products.

"With the advent of the microcomputer, I decided that the company ought to change direction into the communications field and since 1980 we have been shifting the emphasis in this direction."

Between 1980 and last year Cochrane became the distributor for Develcon Electronics (circuit switching equipment), Memotec Data Inc. (X.25 communications processors) and SR Telecoms (microwave subscriber radio systems for voice and data).

In 1981 he ended his partnership with Northern Telecom and took over sole control of Data 100, although the company is still local agent for Northern Telecom's products.

Cochrane says that for the first two