

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :502-HONG KONG

004-DEFENCE PROGRAMS, PRODUCTS, SERV
HONG KONG

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
ELECTRICAL & ELECTRONIC		
	FOLLOW UP MARKET IDENTIFICATION EFFORTS OF NEW SUPPLIERS INTRODUCED AT HITEC 87. USE HITEC 88 TO IDENTIFY ADDITIONAL NEW SUPPLIERS.	WORK WITH AT LEAST 5 NEW SUPPLIERS IN ATTEMPT TO SECURE CUSTOMERS AND/OR DISTRIBUTORS.
	MARKET STUDY FOCUSING ON IDENTIFYING FULL EXTENT OF THE SECTOR, KEY CUSTOMERS/IMPORTERS/AGENTS, AND ANALYSE THE IMPACT OF THE SHIFT OF MAJOR SECURITY ACTIVITIES FROM UK ARMY/NAVY TO POLICE.	ATTEMPT TO SECURE FUNDING FOR STUDY; CONTRACT OUT STUDY AND EVALUATE AND REPORT RESULTS BY MID-1988
	IDENTIFY AND INTRODUCE NEW SUPPLIERS TO THE MARKET, AND ASSIST THEM TO ESTABLISH EFFECTIVE DISTRIBUTORSHIPS	INTRODUCE AT LEAST 2 NEW SUPPLIERS
	SECURE TDO ASSISTANCE IN INCLUDING HK IN ANY RELEVANT VISITS OR MISSIONS TO THE REGION	HOST AT LEAST ONE SUCH VISIT/MISSION AND USE IT TO HIGHLIGHT CANADIAN CAPABILITY.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
	QUARTER: 1 MARKET STUDY TO DETERMINE OPPORTUNITIES FOR CDN. CO.	COMPLETED IN-HOUSE STUDY AND WILL UNDERTAKE MORE IN-DEPTH MARKET STUDY TO IDENTIFY OPPORTUNITIES.
	QUARTER: 2 -----	
	QUARTER: 3 -----	
	QUARTER: 4 Security/defence study postponed until new F/Y. Security products for building sector will be included in construction market study. Sectoral report written for Hi-Tech 89. Major mailing promoting ARMX in Hull, May 89.	