

POST : 502-HONG KONG

015-CONSTRUCTION INDUSTRY
HONG KONG

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

BUILDING PRODUCTS

PROMOTION OF BUILDING PRODUCTS BY A)LOCATING SUITABLE AGENTS FOR
CDN SUPPLIERS B)MAILING CAMPAIGN C)ASSISTING AGENTS TO CONTACT
PROJECT DEVELOPERS/ARCHITECTS.

1986: C\$1.5 MILLION. 1987: C\$ 1 TO 1.5 MILLION

PROMOTION OF BUILDING PRODUCTS BY A)LOCATING SUITABLE AGENTS FOR
CDN SUPPLIERS B)MAILING CAMPAIGN C)ASSISTING AGENTS TO CONTACT
PROJECT DEVELOPERS/ARCHITECTS.

1987: C\$1.5 MILLION. 1988: C\$2.0 MILLION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 IBEX ' 87 PAVILLION
MONITORING MAJOR CONSTRUCTION PROJECTS.

EXHIBITORS FROM CDA. \$7-8 MIO. SALES I AGENT
INTELLIGENCE TO EXPORTERS AS REQUIRED.

QUARTER: 2 -IBEX 87.
-MAJOR HK PROJECTS.

-FOLLOW UP WITH CDN PARTICIPANTS.
-ONE MAJOR PROJECT LEAD RESULTED IN MAJOR SALE
OF C\$6.5 MILLION IN BUILDING PRODUCTS.

QUARTER: 3 -LOCATE AGENTS FOR CDN SUPPLIERS.
-ASSIST AGENTS TO IDENTIFY HK PROJECTS/DEVELOPER

-ASSISTED ONTARIO HOUSING MISSION TO FIND AGENTS
AND BUYERS; FOLLOWUP.
-SALES OF WOOD FLOORING, PLYWOOD.

QUARTER: 4 -----