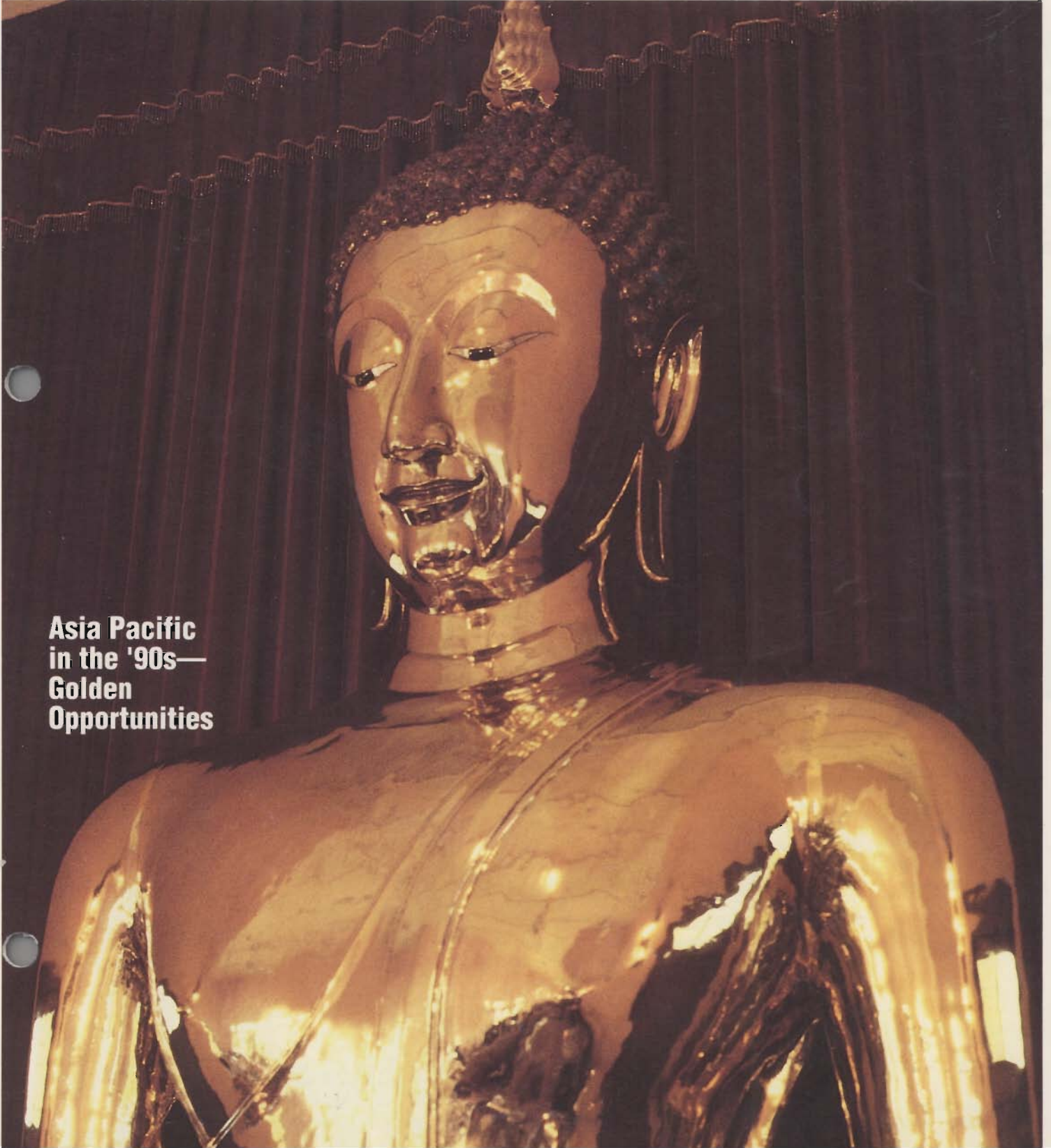


I N T E R C O M

For the people of HP Intercontinental Operations

Second Edition 1990

**Asia Pacific
in the '90s—
Golden
Opportunities**



On the cover:

This photo of the Emerald Buddha in Bangkok was taken by Peter Farquhar.

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Second Edition 1990

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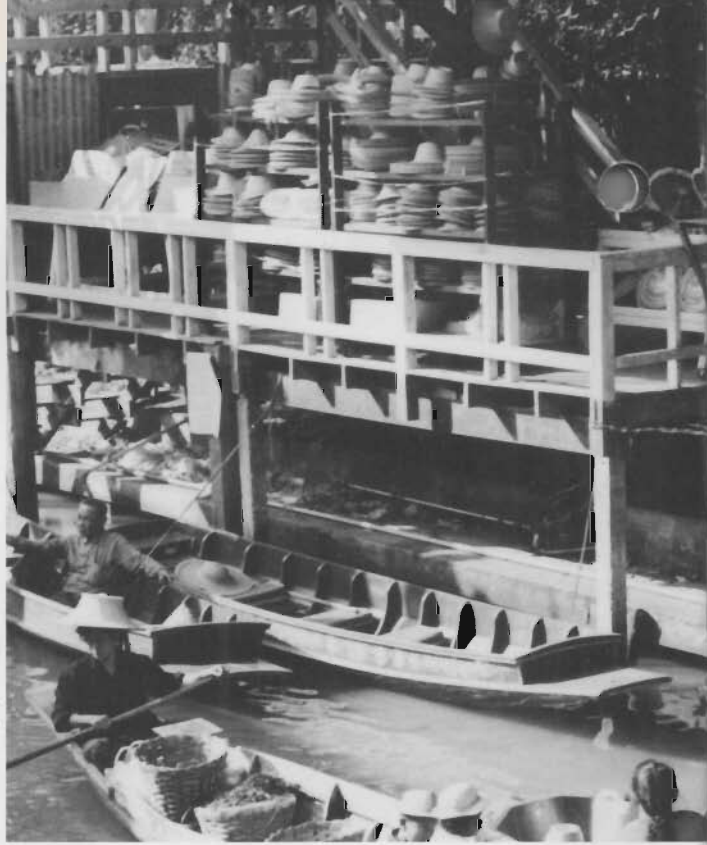
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Thailand's floating market is a common tourist stop. Longboats take visitors through canals to the floating market, which sells everything from ivory jewelry to teak artifacts, straw hats and Gucci bags.



Charlotte Murphy

ASIA P

The Far East Region headquarters, now located in this Hong Kong skyscraper, was incorporated in 1980.



HP Computer Museum
www.hpmuseum.net

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Buoyant is the word for the Asia Pacific market. Japan and the four Little Dragons of Singapore, Hong Kong, Taiwan and South Korea have led the way, leaving economic miracles in their paths.

Four new Little Dragons — Malaysia, Thailand, Indonesia and the Philippines — are poised for expansion in the '90s as the former dragons emerge as Darn Big Dragons with far-reaching game plans of their own. Despite political turmoil in the People's Republic of China last year, business is expected to slowly return to the fevered pitch it reached in the '80s. India has been a difficult market to penetrate but remains attractive with its highly educated population with lots of disposable income. In the south Asia Pacific, Australia and New Zealand have been solid hitters in electronics for years.

To get an appreciation for what the next 10 years holds for the region, it helps to look back at the '80s. From 1984 to 1989, Intercon's Asia Pacific operations enjoyed compounded annual

ASIA PACIFIC

IN THE '90S

GOLDEN OPPORTUNITIES

The news from Asia Pacific is good — very good. The area will grow twice as fast in the coming years as the rest of the world — faster than the U.S. and faster than Europe. By 1995, it will represent nearly 20 percent of the world GDP.



growth rates of more than 20 percent. Through the '80s, Intercon's orders in the region grew from 10 percent of HP's total business to 14 percent; net revenue from the region reached \$1.7 billion in 1989. In 1979, 9 percent of HP employees worked in Asia Pacific; today, it's 12 percent. In '79, only 2 percent of HP's fixed assets were in the Asia Pacific region; today it's 7 percent.

Intercon Vice President and Managing Director Alan Bickell thinks that in five years 19 percent of HP's business, or \$3.8 billion, will come from its operations in Asia Pacific. "We have invested a great deal in this region but much remains to be done. We're clearly under-invested. Think of the resources we have in Europe and imagine what we have to do in Asia Pacific in terms of dollars and personal energy. Our work is cut out for us." (See "From the Desk of Alan Bickell," page 13, for a recipe for international success.)

It's almost impossible to overestimate Japan's importance in the grand scheme. HP's first venture into the Pacific Rim was its 1963 joint venture, Yokogawa Hewlett-Packard (YHP). In 1989, YHP brought in \$90 million in new business over 1988.



Peter Farquhar

Like Mount Fuji, the mystical torii at the Itsukushima shrine in Miyajima is one of the most photographed spots in Japan.



Of growing importance is inter-Asia Pacific trade, which now exceeds U.S.-Asia trade. Japan is the driving force of economic activities in Asia Pacific, Alan says, with \$70 billion in trade in 1988 with the newly industrialized countries of Hong Kong, Singapore, South Korea and Taiwan. Japan is also investing heavily in the U.S. and Europe.

marketing, sales and support in terms of quality and performance, and to become a unique engine for HP's success in the world. We'll need to work closely with the Far East and Australasia to succeed in the Asia Pacific region."

HP can help, Ken says, by recognizing more and responding better to what is really going on, especially in Japan, and by setting up a stronger, more consistent

Charlotte Murphy

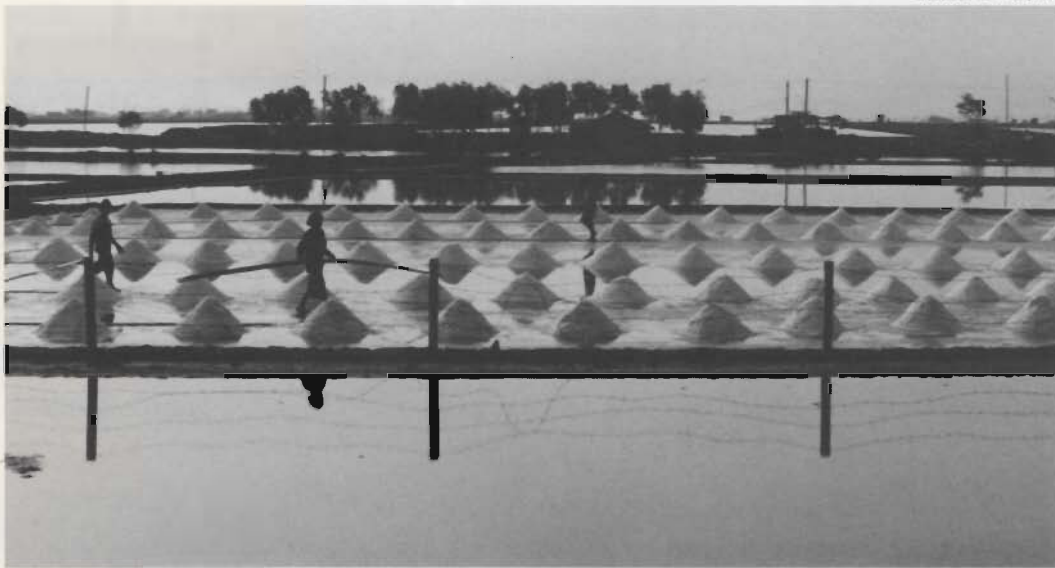
presence in the region with autonomous and influential power for strategic decision-making.

Walt Sousa, managing director of HP's Far East Region (FER), expects exceptional rates of growth to continue and thinks the company will be making a mistake if it takes its eyes off the Asia Pacific to focus on Eastern Europe. HP's Far East Region includes Hong Kong, Singapore, South Korea, Taiwan, Malaysia, China,

India and the South East Asia (SEA) countries of Thailand, Indonesia, the Philippines and Brunei. "The primary requirement here is to have a major presence and a commitment to the area and each local economy. I firmly believe that by the year 2000 HP can be the most admired company in this region."

The emerging FER markets in the '90s, Walt says, will be the four new Little Dragons, which he expects to match the double-digit growth rates of Hong Kong, Taiwan, South Korea and Singapore in the '80s. Malaysia, with billions of dollars of foreign investment, is well on its way from a rural to industrial base. HP

Areas in Thailand northeast of Bangkok are below sea level and are harvested for salt, which is swept into mounds for packaging.



"Japan is going international in a big way," says Alan. "They're aggressive and they've moved a tremendous amount of manufacturing outside of Japan."

YHP President Ken Sasaoka thinks Japan should open its market and society more internationally in the '90s. "Japan should be a driver for world economic growth and contribute to the peace of Asia through its economic and cultural background," he says.

Ken says YHP's theme for the '90s is 'Global and Creative Contribution.' "We want to make ourselves stronger and more successful in R&D, manufacturing,

GROWING UP IN ASIA PACIFIC

1963

Yokogawa Hewlett-Packard (YHP) is HP's first Asia Pacific venture.



1967

HP opens the doors of HP Australia and HP New Zealand.



Eighty percent of HP Singapore's employees work in manufacturing. Shown at right is Singapore's wafer fabrication facility.



already has 2,500 employees there in manufacturing and sales.

Thailand, where HP opened a subsidiary last November, has a huge population and is seeing lots of foreign investment now, says Walt. Indonesia, too, is shifting to an industrial base as companies move out of higher-priced markets to lower-priced markets for manufacturing. The Philippines, says Walt, will perhaps emerge most slowly because of its political instability. "It's an attractive country to manufacturers because of its well educated and English-speaking population. I think at the end of this decade, it's definitely going to be Japan and the eight Dragons. Entering both the Indonesian and Philippines marketplaces soon is definitely in our plans."

Walt doesn't expect the People's Republic of China to rebound as a powerhouse in the '90s, but says it will remain a large exporter and a tremendous source of brainpower. Developing business in India, he says, has been difficult but remains attractive. "It has the third largest educated population in the world. If you've looked at future demographics, you know that's important. Successful multinationals need to move R&D to where the brains are. There are 20 million brains in California; 1 billion in China. Figure out where we need to look."

Localization of products, says Intercon Business Development Manager Terry Cheng, remains a huge issue. "Asia Pacific is a unique region because there are so many different countries, languages and cultures. We can't make one product for all countries but we can make them localizable so languages can simply be added. We have to provide products tailored to these markets. We have a very long way to go with localization. It's getting increasingly important as competition heats up from Asian companies and the inter-Asia trade grows. It's our Number One point of vulnerability."

1970

Subsidiaries are established in Taipei, Taiwan, and in Singapore.



1972

■ The Malaysia Manufacturing Operation opens in Penang.

■ HP is invited to China to discuss business prospects.



1978

The Malaysia Sales office in Kuala Lumpur opens.



Bob Robertson,
Computer
Systems Sales
Manager in HP
Australia.

Another help, Terry says, will be standardizing and automating key processes, such as marketing, sales and support to break the language and country barriers, a process that began two years ago. "A critical trend in the '90s," he says, "is going to be a lot of collaboration and cooperation between the FER countries. Many Taiwanese and Korean companies are starting to invest in other countries, including Thailand, the Philippines and Indonesia. This is an opportunity for us and also a challenge. The area will become more like a big region and that's how we'll have to treat it. We'll be developing more region-wide programs like the Sales School and the Advanced Sales Institute. We'll be working to establish a multi-country vision in our people."

In southern Asia Pacific, Computer Systems Sales Manager Bob Robertson paints rosy though challenging scenarios for Australia and New Zealand. The Australian market, Bob says, now is a difficult one with high interest rates and rising inflation. "There's a strong market trend toward UNIX systems and standards, and we've capitalized on that the last two years," he says.

In the next five years, Bob says, Australia will be concentrating on remaining competitive in the region and reducing costs to fund the growth that will be necessary in the '90s. Their goal is \$1 billion in Australian sales by 1994. Challenges on the way will be establishing effective distribution channels, protecting trading margins, and hiring and keeping quality people.

Strengths they'll rely on to meet those challenges are Australia's excellent customer support program and its teamwork-based organization.

Recruiting, developing and retaining top-quality employees will indeed be key personnel issues during the '90s, says

COOPERATING IN THE PACIFIC

Hewlett-Packard has become involved in the Pacific Economic Cooperation Conference (PECC), which started in 1980 at the behest of the Prime Ministers of Australia and Japan. The organization began as a series of regular meetings among Asia Pacific government, business, and academic and institutional leaders, and its scope and membership has grown rapidly over the last decade. PECC's purpose is to anticipate economic developments in the Pacific Basin and explore new op-

portunities for regional cooperation.

The PECC's work is organized along sectoral lines and task forces develop all the key PECC materials. Vice President and Managing Director Alan Bickell co-chairs the Science and Technology Task Force. Its work focuses on three priority areas of activity:

- Technology Transfer and Indigenous Development, to create a cooperative technology culture in the region.
- Human Resources Development, to provide a forum for sharing best practices in recruiting, hiring, training and education.

■ Collaborative Research and Development, to encourage regional cooperation in the areas of basic and applied science.

Other PECC task forces include Agricultural and Development, Environment and Pollution Control, Financial Service and Foreign Investment, Fisheries, Minerals and Energy, Telecommunications, Transportation and Tourism, and Tropical Forests.

1979

A sales office opens in Hong Kong.

1980

The Far East Region headquarters is incorporated in Hong Kong.

1981

The China Representative office is established.



1982

YHP receives the coveted Deming award for quality.

1984

A joint-venture operation, Samsung Hewlett-Packard, opens in Seoul.



Intercon Personnel Manager Polly Johnson. "The competitiveness for talented people is increasing at a very rapid rate. We will need to develop more creative approaches to our compensation and benefits programs, and more aggressive training and development plans in order to ensure our employees continue to represent a competitive edge for HP," she says.

FER Personnel Manager Colin Wilson agrees. "There is severe competition for skilled labor now in Hong Kong, Taiwan and Singapore. Japan and Korea tend to have more labor stability. But there's also an almost bottomless-pit need for training.

China alone could absorb all of our training resources for the next decade, but we've also got to extend our resources to the already mature countries, as well as to the start-up markets in the emerging countries. It takes a lot of flexibility because each country has different needs and those needs change as they mature."

An enormous project will be the Asia Pacific Education Services Center, a cooperative effort between YHP, FER and Australasia, says Polly, which will provide *all* training — from product and sales training to management development programs — for all Asia Pacific employees. The program is still evolving but will address the biggest single need of the '90s in the Asia Pacific.

Another absolute necessity for the '90s, says Alan Bickell, is continuing to develop strategic partnerships in Asia Pacific. HP now has among its partners Canon, Hitachi, Sony, Yokogawa, Oki, NTT, Samsung, Formosa Plastics Group,



the Chinese government, and Australia Telecom. "We can be pleased with where we are now. We have relationships with the leading companies in the world and our goal, really, is not to add to them so much as to nurture them for the long term."

In the '90s, says Alan, HP will have to be very aggressive in leveraging its investments, building more infrastructure, developing its people, and nurturing its partnerships. "If we do all of these things," he says, "we'll be moving in the direction of becoming a transnational company — a company that accomplishes its objectives through truly global strategies and localized, tactical plans. That mentality is key to our success."

► **The printer department at HP Singapore's Surface Mount Centre was set up in 1989 to produce boards for HP's top-level printer lines. At right, Managing Director Koh Boon Hwee celebrates production of the one-month printer.**

Beijing Computer Industrial Corporation.

■ **Hewlett-Packard Formosa Plastics Group joint venture opens in Taipei.**



1985

■ **China Hewlett-Packard is established, a joint venture with the China Electronics Import and Export Corporation and**

1986

The South East Asia (SEA) sales area is created to oversee distributor operations in Brunei, Indonesia, the Philippines and Thailand.

1989

A joint venture is established in India. HP Thailand opens its doors for business.



Canada

The news from Canada this quarter is about health and wellness — that of HP employees and Canadian children.

Not just a "bandage" solution

Cuts, broken arms, bruises — there's no more unhappy sight than a sick or injured child. Canadian statistics claim nearly 1,000 children die of injuries each year and that one-half of all deaths up to age 19 are caused by injuries. A new national childhood injury surveillance system, with the help of 10 donated HP Vectra OS/16S personal computers, will give the Canadian medical community, researchers and policy-makers the cold hard facts needed to make childhood injury prevention a top priority.

The Children's Hospitals Injury Reporting and Prevention Program (CHIRPP) has been set up in 10 pediatric hospitals across the country to track statistics on HP computers about both fatal and non-fatal injuries to children. In the past, little data has been collected on injuries requiring hospitalization and almost nothing is known about the many cases that pass through the country's emergency rooms and out-patient clinics each year.

The information, coded to protect patient confidentiality, will be sent to the Childhood Injury and Disease Division of the Health Protection Branch at Health and Welfare Canada in Ottawa where it will be analyzed and presented in quarterly reports.

HP equipment plays a big role in all of Canada's major children's hospitals, says John Roussos, HP's Quebec Government Relations Manager, where HP medical instruments play a big role in neonatal monitoring, pediatrics, patient monitoring and intensive care.

"We're proud to work with the children's hospitals now to help them study the injury mortality and morbidity statistics of children."

HP recently donated a similar system to the Royal Children's Hospital Child Accident Prevention Centre in Melbourne, Australia.

HP's donation to the Children's Hospitals Injury Reporting and Prevention Program will help Canada track both fatal and non-fatal injuries to children. Pictured from top left: Joe Kranitz, HCIS sales rep, Jo-Ann King, donations and awards coordinator, Michael Van Dusen, public relations manager, Dr. Greg Sherman, Dept. of Health and Welfare. Seated: Robbie Loftus, hospital patient, and John Roussos, business manager, Eastern Area.



Knowing the hazards of living



◀ **Claudia Brimo, sales finance coordinator; Doug Asselstine, demo inventory coordinator; and Ken Oliver, systems analyst, eat up information on the merits of good nutrition.**



◀ **With a total ban on smoking becoming the standard at HP offices, employees were interested in their carbon monoxide levels.**

What's your cholesterol level? How's your stress level? HP Canada headquarters employees found out in February when the Peel Health Department provided a one-day "Way to Wellness" seminar. Modules included an overview of heart health, blood pressure monitoring, a computer wellness check, nutrition tips, weight checks, exercise ideas, stress testing, smoking and breathing monitoring, and cholesterol counts.

Bev Pane, telemarketing coordinator, said she attended to see how healthy she was or if she was healthy. "I wanted to see what I had to do to improve my lifestyle, my way of eating, exercising—to just take better care of myself," she said. After the program, she knew she was on the right track but still had a way to go.

Training Manager Jon Wagner said he wanted to ask questions to see if he was in control. "Health of our employees is so important and we need to be reminded of that every now and then."

HEADQUARTERS

So how do you like it?

It looks like *Intercom* magazine, it feels like *Intercom* magazine, but you've probably noticed a few changes—from the editor to an updated format and design.

Long-time *Intercom* editor Lynn Schulte accepted a new post in January with Corporate Personnel Communications. She brings to them five years of *Intercon* experience to use in her new work with personnel functions in developing worldwide communication programs.

In these times of budget restraints, an outside editor has been hired to produce the magazine. Jean Burke Hoppe, former

editor of Hewlett-Packard's *Measure* magazine and who now owns her own writing and editing business, takes responsibility for the magazine with this issue.

Jean will be working closely with a newly established *Intercom* Editorial Board to find and develop story ideas that will make the complex *Intercon* world manageable and meaningful to employees. She encourages your comments and suggestions about the magazine, and seeks story ideas that will give recognition to the accomplishments and contributions of *Intercon* and *Intercon* people.



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**Meeting
of
minds
in
Mexico**

HP President John Young spent two days in Mexico in February, meeting with government representatives, HP employees, customers and the press. The trip demonstrated HP's commitment to Mexico and recognition of Mexico as an important part of the global economy.

John's whirlwind tour started February 12 with a breakfast meeting with Luis Carcova, president of the Industrial Chambers Confederation in Mexico. Later that morning, John spoke with Mexico President Carlos Salinas de Gortari, and informally with the Secretary and Undersecretary of Commerce about technology and economic policies.

After an interview with *Computerworld* magazine's chief editor in Mexico, John spoke at a luncheon to 60 general managers of companies that are HP Mexico's most important customers and prospects. He talked to them about globalization and competitiveness. He finished the day with meetings with HP's value-added resellers and HP dealers (their first opportunity to meet with HP's president), with 450 HP Mexico and Latin America Region employees at a coffee talk, and with HP Mexico and Latin American Region managers.



The next day, John visited Grupo Desc, HP's partner in a joint venture established in 1984 to manufacture HP personal computers in Mexico. (The joint venture, Microcomputadoras HP, became 100 percent HP-owned in 1986.) Grupo Desc is one of HP's largest customers in Mexico. His trip ended with a visit to HP Mexico's six President's Club members and an interview with *Excelsior*, Mexico's largest daily newspaper.

John Young maintained a hectic schedule during his successful trip to HP Mexico in February, meeting with employees, government officials, customers and the press.



HP Venezuela strikes oil

HP Venezuela recently made a \$2 million sale to three subsidiaries of Petroleos de Venezuela (PDVSA), the country's large oil conglomerate. It's the largest single sale in SF12 in Latin America.

Key in the sale, says Darío Garay, HPV PC sales manager, is that HP Vectra computers and peripherals will now penetrate the oil industry. Venezuela's economic development depends on oil since the industry's revenues represent 85 percent of total foreign income.

The oil companies are considered important to HP's future success for another reason, too. PDVSA has undertaken an "internationalization" process and is acquiring refining and distribution operations in strategic global markets. It now has 50-50 joint ventures with Nynas Petroleum (Sweden), Veba Oel (Germany), and Unocal (U.S.). PDVSA also recently acquired full ownership of Citgo Petroleum and Champlin Refining.

HPV is anxious to participate further



PEQUIVEN

in information systems strategies as PDVSA, traditionally an IBM user, takes on these global challenges.

Ferro credits the sale to dedication and teamwork. "It was a combined effort of HPV PC sales and support groups with the factory in Guadalajara. The help and personal service of Carlos Guzmán, Latin America Region PC manager, was also key to this success.



"Customer satisfaction is our main objective and we are committed to continue making market gains ensure that customers get top quality pre- and post-sale services."

—Ingrid Porras

Putting in some extra time at the office on Saturday are Jacinto Rosciano, Darío Garay and José Carlos Ferro, all of whom worked on the big PDVSA sale.



Celebrating HP Thailand's grand opening were, from left, Larry Amsden, HP Thailand General Manager; Daniel O'Donohue, U.S. Ambassador to Thailand; Khun Prachuab Chaiyasan, Minister of Science, Technology and Energy; Alan

Bickell; Alex Chan, HP South East Asia managing director; and Chet Chetsandtikhun, HP Thailand's computer sales district manager.



It's official in Thailand

Hewlett-Packard Thailand Ltd. held a grand opening February 5 with a celebration at the new office at Pacific Place on Sukhumvit Road in Bangkok.

Distinguished guests included Khun Prachuab Chaiyasan, Thailand's Minister of Science, Technology and Energy and Daniel O'Donohue, U.S. Ambassador to Thailand.

HP has sold equipment in Thailand for 17 years through its distributor Unimesa Company, Ltd., and has sourced products there for the last several years for its manufacturing plants around the world. Alan Bickell, vice president and managing director of Intercontinental, told the gathering of 300, "These electronic components are among the best in Asia and we expect the purchases of such parts to exceed 500 million baht this fiscal year."

HP Thailand General Manager Larry Amsden says about one-third of the office is devoted to customer training because the transfer of knowledge and expertise in the use of HP instruments and computers is as important as selling and supporting the products. The facility also houses software and hardware support organizations, as well as sales, marketing and administrative departments.

HP Thailand now has 35 employees.

Minister Prachuab Chaiyasan told the group, "The computer industry in Thailand is a rapidly ascending one. Recent years have seen a proliferation of computer companies

here, and growth rates, almost from near zero volumes, have been astonishing.

"Thailand's attractiveness as a computer market is easily discernible. With its sustained economic boom, more and more companies are expanding and finding that computers are affordable, cost-effective, and increasingly, necessary."

He added that Thailand's main challenge will be to manage technology and people. "The best computer companies will be those which can also educate by developing appropriate computer literacy skills."

FAR EAST

AUSTRALASIA
A

Black-tie journalism

HP Australia has initiated a program to award excellence in computer journalism. The first awards were presented at a formal black-tie dinner at the Regent Hotel in Sydney for Computer Journalist of the Year-News, Computer Journalist of the Year-Features, and Computer Journal of the Year.

A committee of key computer magazine and newspaper editors has already



And the winners are ... Gerard Kohne and Jenny Orthbyrne collect the Computer Journal of the Year Award on behalf of Sean Howard of Australian Personal Computer .

met to plan the next awards ceremony, establishing the rules of competition, identifying potential judges, and setting the categories and judging criteria. Four new awards will be added this year for Best Design of the Year, Best Technical Writer, Best Illustration, and Best Computer Section of a National or Metropolitan Newspaper. This year's banquet and ceremony will be held at the new Carlton Ritz in Sydney.

Public Relations Manager Doug Forsyth says the journalism awards, which are not affiliated with any major publication, were instituted to promote excellence in computer journalism. He considers the first round a success with more than half of Australia's 140 computer journalists attending. There were 128 feature and news articles and 14 journals entered in the contest.

JAPAN

Shareholders meet in Tokyo

YHP shareholders met January 31 at the

Takaido headquarters. On hand to talk to shareholders were Alan Bickell, vice president and managing director of Intercontinental; Shozo Yokogawa, chairman of the board of YHP; Takashi Yamanaka, president of Yokogawa Electric Corporation, and all the YHP directors. After the meeting, executives toured the new Shinjuku Marketing Center to see Computer and Test and Measurement showrooms for customers.



Gi Nakatsukasa, guides the group on a tour of the showroom.

Translation, please

For the second time since HP was listed on the Tokyo Stock Exchange in 1988, YHP translated HP's annual report from English to Japanese for YHP shareholders. The layout, photos and text remain the same — only the language is different. The annual reports were printed in the U.S. and shipped to Japan in early April. The front section of the book was translated by Ron Soyama, Asahiko Sawaki and Momoko Sekiya of the YHP Public Relations Department. The financial section was translated by the Treasury Department.

Of the 10,000 copies printed, 3,000 go to shareholders and the rest are used by the YHP sales force to introduce customers to HP. Momoko says, "Sales people are glad to have the Japanese-translated annual report, especially this year with four pictures taken at YHP. We expect it will be an effective sales tool."

Alan shares some secrets of success for competing in the '90's.

The Intercon team has worked to create a change in HP's culture, relentlessly urging the company toward becoming truly global, not just a U.S.-based company with international markets. In doing this, we have identified specific traits that companies will need to be successful in the '90s.



Alan Bickell talks with YHP executives and shareholders in January.

- **Strong, clear corporate commitment to global markets with a special focus on Asia Pacific and Greater Europe.** *We need to be able to communicate to our business partners and customers a clear vision from the top.*
- **Sufficient resources.** *While we should be proud of what we've accomplished, additional investments are required. We need to reach a cost-effective balance between consolidations and distribution of efforts.*
- **Meet local citizenship requirements.** *We need to be strategic globally and tactical locally. Government-partnership agreements like the ones we have with Australia and China are the price of admission to these markets. We have to be good citizens, part of the economic solution.*
- **Special focus on Japan.** *As it expands to all parts of the world, Japan is a key strategic partner and also our competition. Intercon's Japan Global Sales Program links selling programs in Japan and markets where Japanese companies are located. Japanese executives are called on by Japanese Intercon executives. This approach has already proved successful. Overall sales in the U.S. last year to Japanese major accounts were up 58 percent.*
- **Quality products and services.** *Our products must be world class, cost competitive and localizable. We have a long way to go on the latter. Localized products are not optional.*
- **Strategic alliances.** *We need to build enduring links in the value-added chain. We are already partners with many of the world's leading global companies.*
- **Outstanding people.** *We must attract the best and brightest. We'll learn to move the work to where the resources are like our new, very successful software development businesses in India and China. We'll need to manage a far more complex and geographically distributed organization.*

Some of the challenges of succeeding in the Asia Pacific arena are the same as always, but I believe the opportunity is bigger than ever. HP is becoming a "global" company. Much remains to be done. Let's go for it!

It's celebration time

There will be a few celebrations this year as Intercontinental entities mark anniversaries. HP Singapore and HP Taiwan celebrate 20th anniversaries, in February and November, respectively. The Far East Region headquarters was incorporated a decade ago this past February. Celebrating five-year anniversaries are HP China and HP Formosa Plastics Group.

Bravo! Brava!

Intercon went on a bit of a winning spree in HP Corporate's "Command Performances in Communications" contest this year. There were six winners from Intercon. Doug Forsyth of Australia's Public Relations Department won the Media Relations Award of Excellence for the implementation of the Australian Computer Journalism Awards, while Gwen Welsh accepted a Community Relations Award of Excellence on behalf of the Australian CHOICES team.

Linda Johnson of HP Canada accepted an Award of Excellence for Writing/Personality Profile, and Grace Lo of HP Taiwan won an Award of Excellence for Special Communications for an HP Taiwan calendar she produced.

Valerie Ban of HP Malaysia won an Award of Merit in Newsletters, and HP Mexico's Jaime Kelerstein won an Award of Merit in Special Communications Projects/Video.

Command Performances recognizes outstanding HP communication efforts worldwide. This year's contest drew 150 entries from HP entities worldwide and was judged by the Employee Communications staff from General Electric in Connecticut.

Intercon won big at HP Corporate's Command Performances in Communications contest. From left, Director of Corporate Public Relations Roy Verley, Intercon winner Grace Lo, and General Electric's Jim Harmon. Below, a page from Grace's award-winning calendar for HP Taiwan.



11 November

S	M	T	W	T	F	S
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1 January

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12 December

hp HEWLETT PACKARD

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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Plans with Oki are final

HP and Japan's Oki Electric Industry Company reached final agreement to build and jointly operate a printed-circuit-board manufacturing facility in Puerto Rico. Together, the companies will invest \$40 million to construct a 115,000 square-foot plant at HP's site in Aguadilla. HP's operation there will use the boards in its computer products. Oki's portion of the jointly manufactured PC boards will be sold on the open market.

Construction is expected to be completed in 1991. The plant is expected to employ 200 people. The 50-50 joint venture will be managed initially by John Fischer of HP and Toshiki Yokokawa from Oki. John previously managed HP's Printed Circuit Board Division and Toshiki is the general manager of Oki's

Electronic Component Division and general manager of the strategic planning office of the company's Electronic Devices Group.

Tokyo lab opens

A research laboratory opened in Tokyo in early April, a satellite of HP Labs, the company's central research organization. Nobuo Mikoshiba of Tohoku University in Sendai, Japan, is director of the lab.

The Japanese laboratory will focus on applied research in the areas of photonics, integrated-circuit testing and low-temperature electronic devices. Most of the research staff will be hired locally. The staff will work with HP scientists and engineers, as well as visiting scientists and professors on projects of interest to HP and YHP.

HP and YHP will use technology developed in the lab to make products for the global market.

Director of HP Lab Frank Carrubba says, "The large number of Japanese scientists and engineers in electronics, combined with the strong business management skills of YHP, will help this new lab move rapidly into the 21st century."

HP日本研究所開設記者発表



A lab in Tokyo is the newest of HP Laboratories' satellite operations. There are others in Bristol, England; Stanford University in California; and Pisa, Italy.

NEWS MAKERS

AUSTRALASIA

On June 1, **Bill Hilliard** will take on responsibilities as Managing Director in Australia. Bill previously served as Intercon's director of marketing and business development at headquarters. His previous assignments have included heading the worldwide value-added channels program and Neely Sales Region area general manager.



Bill Hilliard

FAR EAST

Wayne Chan has been named to a newly created position of Far East Region Test and Measurement Sales and Marketing Manager. He will report to Victor Ang in the Far East Region and to Don Andrews in T&M at Intercon Headquarters. Wayne, who has 12 years of HP and T&M experience, was previously the T&M Sales Manager in Taiwan.

PALO ALTO

Terry Cheng, previously the Marketing Manager for the Far East Region, joined Intercon headquarters February 1 as Business Development Manager. Terry brings an excellent marketing and sales background to his new role on the Marketing and Business Development team. Under his leadership, the FER developed several outstanding programs, including the integrated marketing and information systems, the FER sales school for field representatives and DMs, and an excellent finance and remarketing program.

Mo-Lan Chan has been appointed Intercon Field Operations Contract Manager. She brings 10 years of financial managerial experience to her new job, which will be valuable as HP and Intercon see an increasing portion of business sold through dealers, VAR/OEMs and distributors.



Terry Cheng

IN MEMORIAM

It is with sadness that Intercontinental says goodbye to **Malcolm Kerr** who died in Melbourne April 18 at age 49.

Malcolm was a true international pioneer at HP, joining the company from the Sample organization in Australia in 1964 as a T&M sales rep. He later became one of the first Computer Systems sales managers at Intercon, Singapore general manager, and in 1981 was named general manager of the Far East Region. He returned to his native Australia in 1985 as Australasia Region general manager, where he served until March of this year.

Funeral services were held April 23 in the Melbourne area.



Malcolm Kerr

A HEAD- OVER- HEELS SUCCESS

HP Australia teamed up with the Melbourne Theatre Company to show appreciation to HP customers with a laugh-filled performance of "See How They Run" at the Victorian Arts Centre. More than 400 HP staff and guests enjoyed the evening, and were entertained afterwards at the ANZ Pavilion, where they were joined by the cast of the play and a 12-piece orchestra. HP Australia's Elly Susnich and Patti McCarthy organized the evening.



INTERCOM

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