

Once you have established an export market, do you require different information on government programs and activities?

Delivery Needs and Preferred Format of the Information

What factors are important to you in accessing information? (e.g. ease of access, timeliness of information) Why?

What format should this information be in? Probe: A detailed publication? Sector-specific documents? Quick reference cards or information sheets?

Do you currently use a modem to access external information on your computer?

Which electronic sources do you use?

If so, would you be interested in a service through which you could access information on government trade, investment and technology programs and activities on-line? Why? Why not?

What features should the service offer? For example, should you be able to conduct a search by keyword? By sector?

Sources and Availability of Information

Where do you go to get information on government trade, investment and technology programs and activities?

Do you use different sources in different circumstances? Why?

Were you aware of the International Trade Plan prior to this study? Do you recall receiving it?

Do you use the International Trade Business Plan? In which situations? What for? If no, why not?

In your opinion, what is the overall purpose of the plan?

Is this purpose being fulfilled? Did the plan lead you to take any action? Did it help you in any way? How? What did you get out of this document?