

ARE WE LISTENING?

Do you want to know what DFAIT International Business clients have recently told us about our services and their interests? The attached summary of eleven surveys and focus groups (commissioned by TPP) will interest you.

The main conclusions are:

- Generally, trade officers provide a valuable resource to Canadian exporters.
- Government could do more to help Canada compete internationally.
- Most business people believe that the private sector should take primary responsibility for increasing international trade.
- The importance of Market Intelligence and timeliness of delivery are common themes.
- Canadian SME's needs vary with their degree of export readiness. They:
 - believe that we can improve our service by gaining a better understanding of their needs;
 - want more follow-up and consultation;
 - feel DFAIT should play a larger advocacy role
- While there are mixed opinions on whether or not to offer new services, most business people want better services.

Are we listening to this valuable feedback? With the growth in client surveying, it will be important to ensure that surveys continue to add value to the departmental understanding of international business client requirements. New initiatives will need to focus on those areas not well covered. TPP will be doing considerable work in the client survey area in the context of the new tracking and planning system. You are welcome to share your views with TPP.