

---

Potential participants were recruited from lists provided by the Department and supplemented when necessary, by information that was available in the region. Participants were recruited with the objective of obtaining a balance of representatives from large and small companies.

Participants were selected from lists of active exporting companies that are contained in the capability guides. The sampling frame of companies included a disproportionate number of large and more experienced exporters.

The moderator's guide was developed based on the objectives as established in the scope of work. Each group began with an introduction of the moderator, an explanation of the purpose of the research, an outline of where the GMOR series fit in and some of the ground rules for focus groups.

### **Participant Profile**

---

It is important to understand the perception, motivations and behaviour of the participants because understanding them explains much of their attitudes towards the GMOR. Participants were typically male, had years of experience, were knowledgeable about the industry and were generally high ranking in the company. They believed themselves to be action and results-oriented.

In addition, these participants make it their business to know the markets. They keep abreast of events on a daily basis. As such, they readily detect dated and inaccurate information.