

◆ **Exclusivity**

- In your opinion, does InfoExport offer information that can be found easily somewhere else, or do you think it contains important information that can not easily be found somewhere else?
- Is an opportunity of finding all this information on a single site a value-added feature?
- To what extent is InfoExport comparable to, or different from, other sites aimed at exporters? (*Probe*)

◆ **Client base**

- In your opinion, to whom is this site aimed at? Do you think it is designed with the experienced exporter or novice exporter in mind? Is it aimed at companies that so far only intend to export?
- Personally, would you consult this site? Would you recommend it to your colleagues? How would you organize the consultation of the site in your company?

◆ **Specific assessment of the main destinations** (*If enough time is available: the moderator browses through each destination / screen projection so that participants can follow and comment*)

- Destinations:
 - 1) Preparing Your Export Plan
 - 10 Steps to Export Success
 - Market Reports
 - Other Market Info. Sources
 - 2) Developing a Market Entry Strategy
 - Orientation and Education Programs
 - Financing
 - 3) Implementing Your Strategy
 - Trade Commissioner Service
 - Market Information and Intelligence
 - Financing and Risk Assessment