

## 2. INFORMATION NEEDS (10 minutes)

- Let's talk about your information needs as an exporter. Do you often need to look for information related to your export activities?*
- At what stages of your export activities do you require information? What type or category of information do you look for? What is the most important information, what do you need to know when exporting your products / services outside Canada?*
- Could you tell me how you get the information? What are your sources? How do you go about it? How are you organized to look for the information? To what extent are you satisfied with these information sources? Do you think that there are other information sources that are worth considering?*

## 3. EXPERIENCES WITH WEB SITES GEARED TOWARDS EXPORTERS (10 minutes)

- What do you think of the Internet as an information tool for an export business?*
  - What benefits and drawbacks do you see in using the Internet as an information tool for exporters?*
  - To your knowledge, what sites are geared towards exporters? What sites have you consulted? What do you think of these? What compliments and criticisms would you like to express? (probe : content / easiness to use) Among non-governmental sites, which ones are the most interesting? Among governmental sites, which ones are the most interesting?*
  - What do you think of the information geared towards exporters that we find on the Internet? (probe : useful? credible? up-to-date?) Have you ever not found information that you were looking for?*