

- If your neighbour makes a comment and you want to build on it, please feel free to do so. I want this to be an open discussion.
- I want to emphasize that this consultation process is non-partisan in nature. As such, I would prefer to focus on the subject of your business information needs, rather than government policies.

Introduction

I'd like to start by understanding a little bit more about the organization you work for, your role in the organization, your duties related to international business development, and the extent to which your company competes on a global scale.

The moderator will go around the room asking people to introduce themselves.

Information Needs

Before I get your feedback on the publication, I'd like to start the discussion by understanding the information you need to prepare your company to do business internationally. This process requires you to step back and think about your information needs, regardless of whether the information is currently available.

What are the steps that you go through in planning to do business on an international scale?

Do you require different information at different stages?

When do you use information on government programs and activities? In which situations?

When you are preparing your company to compete through technology and investment, do you require certain information?

When you are first entering an export market, do you require certain information on government trade programs?

What is the nature of this information? Probe: Is it simply a list of available programs and contacts? What level of detail do you require?