
Target Group

The target group was defined as persons working in companies, in specific GMOR sectors who were in charge of export sales. For smaller companies they were identified as the owner. For larger companies they were identified as the owner or senior manager.

GMORs Tested

The following GMORs were tested (in alphabetical order):

- ❖ Aircraft Repair and Overhaul ¹
- ❖ Apparel
- ❖ Lobster
- ❖ Fish and Seafood
- ❖ Packaging and Labelling Equipment ¹
- ❖ Pork

The evaluation of the Fish and Seafood GMOR also included the Sourcing Guide and the Country Profile for Hong Kong and United Kingdom.

Research Logistics

The evaluation took the form of multiple research lines of inquiry. Focus groups, interviews and a teleconference served as the research tools. Annex A depicts the research logistics.

A screener and a moderator's guide was developed and approved by the Department. These are included as annex B and C respectively.

¹ Aircraft Repair and Overhaul and Packaging and Labelling Sector were developed as export strategies and not as GMORs.