

Table 3
Product Development Opportunities

Target Clients	Information & Delivery Needs	Potential Product/Service Opportunities
Potential exporters	<ul style="list-style-type: none"> - Steps to take to enter export markets - Information on business environment - Government assistance programs 	<ul style="list-style-type: none"> - "How to" guide for exporting - "How to" seminars - Country briefings - 1-800 number - Fax-back service
Exporters	<ul style="list-style-type: none"> - Sales leads - Distributor contacts - Trade shows/activities 	<ul style="list-style-type: none"> - Electronic network - Fax-back service
Policy stakeholders	<ul style="list-style-type: none"> - Government policies and plans 	<ul style="list-style-type: none"> - Documents outlining policies/plans by sector

To the extent possible, existing government information products and services should be used to meet the needs of target clients. In some cases, it may simply be an issue of repackaging and communicating the availability of the information.

➤ *"Somewhere in the government files they have all the information. For example, they have all the pitfalls; they know the companies that have run into trouble."*

The activities list in the International Trade Business Plan and Compendium represents useful information to businesses that could potentially be repackaged with other commercial information. Similarly, the Strategic Overview section, combined with a list of contact numbers or a fax-back information form, could be used as an important communication tool to generate interest in business information among exporters and potential exporters.