

## 1.0 Background and Research Objectives

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In 1992/93, the federal government consulted with all levels of society, as well as with private sector businesses and industry groups, to help shape the government's role in enhancing the international competitiveness of Canadian industry. The consultations a need by government to be more open, efficient, responsive and better coordinated.

One response to this challenge is the International Trade Business Plan, which consolidates government trade, investment and technology support activities in a single publication. On an annual basis, the publication is distributed via the WINEXPORT mailing list to exporters, potential exporters and persons and organizations with an interest in export, investment and technology policies.

As it stands, the publication is positioned broadly, with the information needs of several audiences in mind. The document covers a range of industry sectors with background information on each sector's domestic and international environment, as well as the government's sector-specific plan. To determine whether the document is meeting the needs of users (i.e. whether it is useful), the Department of External Affairs and International Trade (in cooperation with other participating departments) commissioned the Phase 5 Consulting Group Inc. to conduct a series of focus group discussion with business people in all regions of the country. This report represents the findings of those discussions.