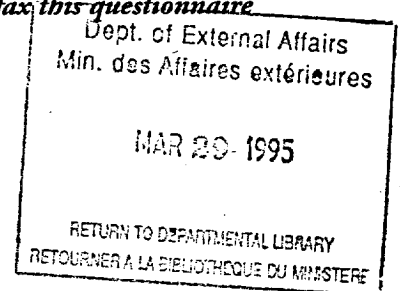# The International Trade Business Plan (ITBP)

Your feedback is very important to the formulation of future strategies! Please fax this questionnaire to the number shown below.

1. Does your company currently export? Yes [ ] No [ ]

   1a) what types of goods?

   1b) to which markets?

U.S.A.	[ ]	Latin America	[ ]
Europe	[ ]	Caribbean	[ ]
Asia	[ ]	Africa	[ ]

2. If you are not exporting, what is your principal business activity?

manufacturing	[ ]	processing	[ ]
importing	[ ]	distributing	[ ]
research	[ ]	business association	[ ]
consulting	[ ]	other (please specify)	

3. What is the size of your organization? (annual sales)

under $1M	[ ]	$1-5M	[ ]
$5-10M	[ ]	over $10M	[ ]

4. How many full-time employees do you have?

5. Which portion of the ITBP is of greatest interest to you?

strategic overview	[ ]	geographic overview	[ ]
activity lists	[ ]	industry sector strategies (please specify)	

6. To what use will you put the ITBP?

   [ ] to conduct research into governmental trade strategies
   [ ] to plan your firm's exports
   [ ] to evaluate your existing export initiatives
   [ ] to investigate participation in the activities listed in the industry sector strategies
   [ ] none
   [ ] other (please specify)

7. Do you expect to contact any of the telephone numbers shown in the ITBP to learn more about:
   [ ] trade fairs, missions, studies, etc. or
   [ ] the export-related assistance available from the federal and provincial governments?

8. Are there parts of the ITBP you feel could be omitted in the future, or elements that should be incorporated next year?

Name of your company: _____

Your name and phone number: _____

We would also welcome your more general views regarding the ITBP. Do you agree with the approaches outlined in the geographic overview, strategic overview or sectoral strategies? **To reach the ITBP Working Group:** **Fax: (613) 996-9265 or**
        Tel.: (613) 944-ITBP (944-4827)