

Focus Group Discussion Guide International Trade Business Plan

Introduction

As you are aware from our communication with you, the Phase 5 Consulting Group is conducting group discussions on behalf of the Government of Canada to obtain feedback on this publication (*the moderator will show the publication*), which is called the International Trade Business Plan. The publication outlines federal government activities which are designed to assist businesses in the areas of trade, investment and technology.

Check to ensure everyone has a copy of the publication.

The Government is very interested in supporting Canadian companies by providing them with information to help prepare for global competition. This meeting will be used to help better understand your needs.

Before we start, I wanted to emphasize a number of points:

- I am not a government employee and may not have all the information on government programs. I've been hired as an objective moderator in order to get your honest opinions on this publication. If you have any specific questions about government activities, I will put you in touch with someone after the session.
- The session is being audio taped to assist with reporting.
- People are viewing the session in an adjacent room. This is done to keep our clients out of the discussion.
- Results will only be reported in aggregate and no comments will be attributed to individuals.
- Some people will have more knowledge than others about government trade programs. However, I want to hear everyone's comments, no matter how frivolous you think they are.