
1.0

INTRODUCTION

1.1 Background

For the purposes of this report, the Department of Foreign Affairs and International Trade (DFAIT) is referred to as the "Department." DFAIT has a three step approach to the collection and dissemination of trade development information. It consists of the following three initiatives:

- ❖ Capability Guides and Directories provide information on Canadian exporters for foreign posts.
- ❖ Global Market Opportunities Reviews (GMORs) provide information for Canadian exporters on foreign markets.
- ❖ Action Plans / Sector Strategies provide information for Canadian exporters on government-wide initiatives to support exports.

The second part of this three-step approach, the GMOR series, was created to fill the needs of individual sectors of the economy for sector-specific information on foreign markets. The GMORs were developed with information collected from the missions by questionnaires that were developed in cooperation and consultation with the respective industry associations. The resulting reports contain information such as market size, growth areas, distribution channels, government contacts and other information of interest to exporters.

The Department wanted to assess current information needs of exporters and evaluate the reaction of exporters in selected sectors to the GMORs already available. The purpose of the research was to upgrade the quality and utility of information provided to the exporting community throughout the GMOR series.

1.2 Methodology

Research Objectives

- ❖ Assess the needs of exporters for different types of information.
- ❖ Evaluate the objectives and the concept of the GMOR series.
- ❖ Assess the current usefulness of the publications.
- ❖ Determine future information requirements for the GMOR series.
- ❖ Determine if there are alternate publication options.
- ❖ Determine exporters editorial and design preferences.