

departmental briefings and other material. However, some expressed doubt about the ability to publish sensitive material related to local customs and business practices.

"How to" export guides and seminars. For small businesses starting to export, participants suggested offering a quick-reference "how to" guide or brief seminars to outline the basic steps businesses must take before exporting their products or services to foreign markets.

For some, the delivery of information in electronic format represents the wave of the future. As such, they felt that there is a role for government to play as a leader in the delivery of electronic information. Although many business people are not equipped with modems (and some, computers), they said that the government can lead the way in the transition to electronic exchange of business information.

Other clients expressed their reservations about the ability of an electronic information system to capture the necessary intelligence and to provide specific answers to enquiries. They were also concerned about the resources required to maintain such as system.

- *"My fear would be that the government would spend too much time organizing the system and inputting data, and not be available for their customers. I'd just as soon talk to people who are reading the material."*