

CanadExport Rings in the New Year with a New Look and Outlook

In an effort to continue to satisfy the needs of both our departmental clients and our 77,000 readers, *CanadExport* undertook a number of new initiatives in 1999.

We conducted a random, country-wide readership survey to find out what people think about *CanadExport*, and what they would like to see. Conducted by Pollara, an Ottawa polling company, the survey discovered many interesting opinions and results. (See *Highlights box on this page for a summary, or for a full report on the survey, visit the CanadExport site at www.dfait-maeci.gc.ca/english/news/newsletr/canex*)

We also sought the opinions of Trade Commissioners, in Canada and abroad, as well as locally engaged Commercial Officers in Canadian trade offices around the world. Furthermore, we established an editorial board for *CanadExport*, comprised of representatives of DFAIT's geographic and sector areas, to learn firsthand what our clients need to promote their programs, services and initiatives.

And there's more. Beginning with the January 15, 2000, edition, we will unveil a new design for *CanadExport*, which we are confident will give it an attractive and dynamic look as we launch our first year 2000 issue.

But we're not stopping there. We

want to continue to improve the quality and value of *CanadExport*, making it more responsive to the needs and desires of our readers and clients. We've already initiated a regular column, called *Readers' Corner*, to give everyone an opportunity to share their views and opinions on the newsletter.

We will also keep doing the things that our readers and clients have told us we're doing well — special supplements on specific markets and sectors, success stories on Canadian exporters, up-to-date and informative news on trade fairs and business events, and more.

We look forward to continuing to serve our readers and clients in the new year, and for many years to come. The *CanadExport* staff and its team of contributors wish you all a happy and export-prosperous year 2000.

CanadExport Readership Survey Highlights

- almost nine out of ten (88%) respondents would recommend *CanadExport* to their business colleagues;
- three quarters (74%) usually read *The U.S. Connection*, a regular feature page that provides news, facts, tips and opportunities on Canada-U.S. trade;
- eight out of ten (79%) readers are interested in additional regular feature pages, specifically on Europe (61%), Latin America/Caribbean (55%) and Asia Pacific (51%);
- more than half (57%) of the respondents believe they benefit from the information in the newsletter, and three out of ten (29%) benefit from trade and business tips;
- over half (57%) circulate the publication around the office — to, on average, four or five people;
- almost 70% of readers want to continue to have a printed copy mailed to them, while 9% would view it from DFAIT's Internet site;
- of the 15 specific topic areas tested, information and updates on DFAIT programs and services and on upcoming trade fairs, missions and industry/business conventions received top scores in terms of coverage.

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