

4.0 Sources Used and Positioning

Following a discussion of the information and delivery needs of clients, participants were asked to describe the sources they now use to obtain information, to evaluate the positioning and usefulness of these sources (including the International Trade Business Plan), and to identify any potential information or service gaps.

4.1 Sources Used and Positioning

To gather the information they need to prepare for international business, participants stated that they access a number of different sources. Exhibit 3 shows the main sources of information and their positioning relative to the needs of users.

