

*1993 Survey Synopsis***CanadExport Readers Say What They Want**

It can never be said that the readers of *CanadExport* are at a loss for words when it comes to suggesting topics for articles. Below we have summarized some of the comments most frequently made by our thousands of readers. We hope you will find them useful!

**1. Trade outlets:** the activity sectors most in demand are, in decreasing order, agriculture, environment, data processing and consulting services. Eastern Europe wins the prize for getting the largest number of inquiries about trade outlets.

**2. "How do I go about..."** is how readers wishing to learn the ABCs of exporting begin many of their questions. These questions cover a wide range of topics. The most frequent one is, How do you choose a representative? Some others: How do you penetrate a new market? How do you set a selling price? Prepare for a trade fair? In short, what are the tricks of the trade and what are the pitfalls? In the same vein, readers appreciate the valuable information in our success stories of small- and medium-size businesses. They would like us to focus on the methods used to overcome obstacles, on adopting winning strategies, and on whatever other lessons might be drawn from these stories. One interesting suggestion was that we select as a success story a transaction made from a trade opportunity published in *CanadExport*. If you have such a story, we would like to hear it!

**3. Profiles of geographical markets:** We have been asked to provide more in-depth coverage of the

geographical markets, of Canada's trade with various countries, and of laws, customs and tariff restrictions affecting exports to these countries.

**4. Heading the list of sector profiles** requested by readers are agriculture and food, followed by environment, forestry, tourism, transportation services, data processing, construction and consulting, especially in the field of training.

**5. Our readers would also like to have more information on what financing is available and what projects are under way in Canadian agencies such as CIDA and the EDC, and in the World Bank, the Asian Development Bank and other international financial institutions.**

**6. While they appreciate the information we provide on trade fairs, our readers would like to have these events announced as early as possible, and to receive more frequent follow-ups on the results obtained in terms of volume of sales. They are also requesting even more detailed reports on the new publications of the Department, and on GATT, NAFTA and other trade negotiations in which the Government is involved.**

Finally, our readers often get lost— and understandably so— when trying to find out who does what either at EAITC or in other departments that offer export-oriented programs. To make life easier, we will try to publish a few yearly updates of relevant contacts to help our readers through the maze. We shall also keep them posted about the programs and services being set up for exporters.

In sum, your comments and requests will guide us in future issues. Your suggestions have been incorporated even in today's supplements. Keep the letters and calls coming in. More than ever, *CanadExport* is at your service.

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