

What do you feel needs to be improved?

<u>Readers Who Say CanadExport Needs Improvements</u>	<u>Total</u>
	<u>100.0%</u>
Give more information pertinent to my industry/it doesn't have enough relevant information for my industry	14.7%
Needs to be more specific/concentrate on specific industries/too general	13.6
Provide broader scope to encompass more areas of business/broader listing of products	9.9
Format is too crowded/too busy looking newsletter	9.6
Provide more emphasis on small business/support small exporters	9.3
Provide timely listing of tenders/usually information on tenders too late to take any action	8.8
Make it longer/more pages	6.8
Give more leads/names/contacts	5.9
Provide more information on international trade policies e.g. GATT/free trade	4.5
Categorize by product groups/information should be broken down by industry types	4.2
Give more timely information/faster information (unspecified)	4.2

Principal Mentions