

2. WARM-UP (10 minutes)

- ◆ First of all, what information do you need to have before deciding to export products / services abroad?

Probe:

- > specific needs of potential (*i.e. those who are not currently exporting*) and novice exporters (French group only)
 - > specific needs of experienced exporters (English group only)
- ◆ Now that we have described your basic information needs, could you tell me how you go about (or would go about) finding such information? What sources do you use?
- ◆ What do you think of the Internet as a source of information for an export business or one that would seek to export? (*Probe*) What benefits and drawbacks do you see in using the Internet as an information tool for exporters?
- > To your knowledge, what sites are geared towards exporting businesses?
 - > What sites have you consulted? What did you think of these?
 - > *If no mention is made:* Do you know about InfoExport? Have you ever consulted this site? (*Do not record comments on the site until the site has been viewed*)
 - > What features does a "good" site aimed at exporters have to offer?