
ANNEX B
SCREENING CRITERIA

Target group: the person in these companies who is in charge of export sales.

1. For smaller companies this could mean the owner or manager.
2. For larger companies, this could mean the Director of Marketing, Director of International Sales, Director of Research, etc.

Quota: 9 participants for 6 to show.

Size of Company: Achieve a good mix of size of companies.

Introduction:

Hello my name is _____ of "Name of Company." We have been asked by the Department of Foreign Affairs and International Trade (formerly External Affairs) to organize a group of people to discuss the publication called " _____ " We are looking for the person in your company in charge of export sales.

(IF NOT THIS PERSON) ... Repeat introduction.

We are interested in getting your views on this publication. The group discussion will last for less than 2 hours. **Please be assured that the discussion will be totally confidential.** But we need to ask you a few questions to see if you qualify for the groups.

1. Are you familiar with this publication?

Yes (CONTINUE)

No (RECRUIT)

2. Did you actively aid in its development?

Yes (WATCH QUOTAS - no more than 3 per group)

No (RECRUIT)