
suggest that the Department should consider adding more detailed information on the U.S. market and to reinforce the industry contention that joint ventures are often a necessary pre-condition to exporting in many countries.

Departmental Role

Participants recognized the value of the trade consulates and foreign offices. Many had used them to gather market intelligence. They would like to see more information coming from the embassies and consulates because it would allow smaller companies to have more access. Participants felt that the Department could work better with the associations to help coordinate and distribute market intelligence information.

In terms of other roles, participants noted that the Department helped organize trade missions. Another participant noted that the government could best help by facilitating products crossing the border. There was invariably a three to four day delay at the border. There may not be a role for the Department in this area, but the information may be useful to other departments of the federal government

Content

Participants agreed that the information most valued was the lists of long term contracts and who was contracting. As one participant noted, "*as a small company, we do not have the manpower to seek out these opportunities.*"

Participants acknowledged that useful sections included the following:

- ❖ inventories of aircraft (annex A);
- ❖ the country guides and the updated listing of trade shows in annex G; and,
- ❖ the executive summary (but many of the points or assertions were challenged.).

Participants liked the categories broken down by product line e.g., avionic upgrades, components repair/overhaul. They wanted to see more of the following information:

- ❖ contacts (names, addresses and telephone numbers);