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saying "they do a terrific job in certain areas, but in the dissemination of information they are a little weak."

There was recognition of the value of Trade Consulates and many participants could name appropriate contacts. However, this knowledge was not widespread. For example, many participants in the Winnipeg apparel group did not know there was a trade office there. Many participants felt that the GMORs should, as a minimum, contain embassy and/or trade consulate lists.

## 2.4 Content

This research discovered a large amount of information desired by exporters. The most highly-prized information was **market intelligence**, defined by DFAIT as "*up to the minute information on specific projects, which will help businesses to implement their strategies and win new business.*" Some participants mentioned that all they were looking for from the Department was contacts. As one person said "*just give me six pages of names, I'll take it from there.*"

Many participants concluded that much of the information was too general to be of use. Even when distributors and importers were outlined, many participants (most notably the Aircraft Repair and Overhaul and Packaging and Labelling Equipment) felt that the information would be of better use if the lists had details on what product lines they specialized in.

Table 1 depicts the main categories of information desired by exporters.

**Table 1**

(In rough descending order of importance)

<b>Information Category</b>	<b>Perceived usefulness</b>
Market intelligence	Most useful
Demographics	Moderately useful
Transactional	Moderately useful
Market trends	Moderately useful
Theoretical	Not very useful
Background	Not very useful