
EXECUTIVE SUMMARY

- ❖ This research assessed the current information needs of exporters and evaluated their reaction to the GMORs available in their sector. The purpose of the research was to upgrade the quality and utility of information provided to the exporting community throughout the GMOR series.
- ❖ The objectives included examining the usefulness of the publication, information requirements, alternate publishing options, editorial and design considerations.
- ❖ The target group was defined as persons in charge of export sales. This often meant the owner or a senior manager.
- ❖ The following publications were tested:
 - . Aircraft Repair and Overhaul
 - . Apparel
 - . Lobster
 - . Fish and Seafood
 - . Packaging and Labelling Equipment
 - . Pork
- ❖ Research used a combination of focus groups, interviews and a teleconference.
- ❖ The research found that few participants were aware of the GMOR prior to its evaluation. The exception was exporters of pork who had a direct hand in its development.
- ❖ Information most valued by exporters was market intelligence, demographics and transactional information.
- ❖ Many participants identified a critical need for accurate lists of contacts and buyers in future editions. Timely information is crucial because markets change so quickly. Information was seen to have a short shelf-life – turn around time was important.
- ❖ Although the perception of each GMOR varied depending on its target audience, in general, participants wanted even more information related to market intelligence, market demographics and sales opportunities.