

When considering the mechanisms used for delivering the information, clients were unanimous in stating that the information must be:

- current;
- accurate; and
- accessible.

The information delivery system must also be able to respond to situation and business-specific queries.

Positioning of Information Sources

When asked which source they prefer to obtain information required for international business development, all participants said that they prefer personal contact for a number of reasons:

- they can obtain intelligence which may not be accessible through hard copy or electronic sources;
- personal contacts can best react to situation-specific requests;
- the information is the most up-to-date; and
- the information is easily accessible "by picking up the phone".

Hard copy sources are only suitable for information that is not time-sensitive, such as general background information, and descriptions of government programs.

While electronic sources offer the potential to meet the needs of users for timely, business-specific information, some people cautioned that an electronic network must be properly designed and maintained to be useful.