

1. INTRODUCTION (10 minutes)

This initial stage of the discussion is to establish a level of confidence and a rapport between the moderator and the participants. The persons being interviewed are informed of the purpose of the discussion and what is expected of them.

GUIDELINES

- ◆ Words of welcome
- ◆ Role of moderator and filming device
 - Mention the presence of a client representative who will be presented at the end of the session
- ◆ Confidentiality
- ◆ Role of participants / game rules
- ◆ Duration: 2 hours
- ◆ Subject: Evaluation of the InfoExport Web site

GO-AROUND

- ◆ First name
- ◆ Occupation / description of participants' business
- ◆ Is your business currently exporting or does it intend to be exporting?
If it exports: How many years has it been exporting? Where to? (*Countries / Areas*)
- ◆ Are you a current user of the Internet? (*Types of usage*)