

3.4 PARTICIPANT'S PARTING COMMENT

- For most participants in both groups, the InfoExport website was essentially aimed at new exporters or exporters looking for new markets.
- While some in this study felt that the site was aimed at them, others did not.
 - Those who said the site was "not for me" did so because the information was too general and not up-to-date, and because they couldn't find their sector.
- Despite its perceived flaws, most participants in both groups said they would probably visit the site again, depending on their need for information. Anticipated frequency ranged from weekly to 5-6 times a year.
- Participants identified a number of effective ways to inform them about the website, including:
 - ads in newspapers and on the web, billboards on the road, the CMA (Canadian Manufacturers Association), and a web link to the word "export."