

3. The majority of business people believe that the primary responsibility for increasing international trade lies with business, not government.

- Of those companies already exporting, 62 percent said increasing international trade is the responsibility of business; 26 percent said it is a shared responsibility between business and government. Only 11 percent said the responsibility belongs solely to government. (1, p.11)

4. Although the primary responsibility for increasing trade may belong to business, our job is to facilitate that trade. Our primary clients, SMEs, believe that we can improve our service by gaining a better understanding of their needs.

- Focus groups have said that Trade Commissioners need better training on the needs of small business. (10, p.2)
- Trade Officers need better sector knowledge and training, and more information on the country and region in which they work. (10, p.3), (9, p.5)
- There is a need to develop training and recruiting policies to ensure government people have a commercial perspective when dealing with the private sector. (8, p. 29)
- Develop service standards and provide assistance to Trade Commissioners to help them understand the role of service in the job. (10, p.4)

5. Surveys reveal that SME needs vary primarily with SMEs' degree of export readiness.

- Those investigating a new market want sector-specific information on market potential and general information on the business environment. (8, p. 8).
- Those entering a given market want market intelligence, which includes sales leads, distributor contacts, government programs/activities, and partnership opportunities. (8, p.8)
- Those already in the market want the same market intelligence as those just entering the market, but they also want information on changes in the political and economic environment, information on ongoing activities (such as trade shows), and information on competitors. (8, p.8)

6. The importance of market intelligence to the Canadian exporter is a common theme throughout the surveys.

- According to companies across the nation, broad sector-specific information is of general interest, but does not generate sales. Certain information is essential to doing business and can be categorized as "need to know." This includes: sales leads, distributor contacts and information on competitors. (8, p.11)
- Exporters want more market intelligence in a more timely fashion. (10, p.3)
- Exporters want well analyzed, value added, and sector specific information. (8, p.4)
- Exporters want up-to-date intelligence on the ever-changing key contacts in government and buying organizations. (7, p.3)