
TABLE OF CONTENTS

	Page no.
EXECUTIVE SUMMARY	ii
1.0 INTRODUCTION	1
1.1 Background	1
1.2 Methodology	1
2.0 GLOBAL FINDINGS	4
2.1 Overall Impressions	4
2.2 Export Snapshot	5
2.3 Departmental Role	6
2.4 Content	7
2.5 Editorial Considerations	10
2.6 Design Considerations	10
2.7 Marketing and Promotion	11
2.8 Publishing Options	11
3.0 DETAILED GMOR EVALUATIONS	13
3.1 Aircraft Repair and Overhaul	14
3.2 Apparel	19
3.3 Fish and Seafood	24
3.4 Lobster	29
3.5 Packaging and Labelling Equipment	34
3.6 Pork	38
4.0 CONCLUSION AND RECOMMENDATIONS	42
ANNEXES	45