

information in the International Trade Business Plan. As one participant described it,

- *"I've been trying to track down information on this show in Europe for three months now, and the information I need is listed in this book. It would have saved me a lot of time."*

## Appendices

A couple of participants suggested adding contact telephone numbers for information on the business environment in different countries.

## 5.2 Language and Terminology

Most participants found the document to be very well written (in both French and English). The following comments reflect this:

- *"A francophone wrote this."*
- *"It was not written by a lawyer."*

## 5.3 Layout and Format

People found the document to be well-structured and easy to read, with each subsection flowing in a logical manner.

- *"From a readability point of view, it's quite good...wide margins, and the typeface is nicely laid out."*

A number of people suggested that the format could be changed from one book containing the strategies for all sectors to sector-specific newsletters or contact numbers that are updated on a more frequent basis.

- *"If you put all the sectors in, it would be a much thicker document. If we only knew where to get information on a particular segment specific to us. It would be better if we could phone in for the information."*

A couple of participants also expressed interest in a format which would allow them to identify business opportunities in other sectors.