

Content

- What do you think of the **content**? How would you describe it? *

Probe in depth :

Usefulness / Relevance

- To what extent is the information found useful to you? Do you consider that the information provided on the InfoExport site is pertinent? Adapted to your needs? (*Probe*) Is it interesting from an operational standpoint? Does the site contain the information you need to know to export, such as the information you mentioned earlier in the meeting? What information?
- If you had to mention one type of particularly useful information, what would it be?
- Can this help you decide where to export your products / services? (*probe : contacts and services they can benefit from*) Do you consider yourself better equipped to probe and develop new markets with this information?
- What type of exporter would find this site most useful?

Clarity

- Is the information easy to understand? Clear? Well written?

Credibility

- Is the information credible? (*the sponsor's credibility?*)