

- *"It's a good primer for what the government is doing or will be doing."*

Questions regarding the document's intent were raised in every session. Some people also felt that the document is "politically motivated" rather than motivated by the needs of businesses.

- *"It looks like the government is trying to convince itself that it has a mandate."*
- *"Did anyone get the impression that it's an attempt by the government to justify the work they're doing? When I was reading it, there were times when I really felt that."*

One participant thought that the "gap" between government and business objectives can mislead exporters if not made clear.

- *"The difficulty I have with government plans is that, in most cases, they're politically motivated. An exporter can be misled if there is a deal behind the scenes where the government targets a certain country for political, rather than business reasons."*

### Perceptions of Target Audience

When asked who they thought the document was written for, participants in a number of different groups felt that it was best positioned as an internal primer for government employees who need to be brought up to speed on international business policies and plans.

Some people also felt that the document was targeted at manufacturing rather than service businesses.

- *"The chapter on commercial services covers 90 odd sectors and that's a problem. It's a goods only document. Maybe it could have a Part B to cover services."*

They went on to point out the growing importance and complexity of the service sector and the need for publications to reflect the diversity of service businesses.