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- ❖ lower volume/high dollar value (Aircraft Repair and Overhaul) vs. higher volume/low dollar value sectors (Fish and Seafood)

The consumer and high volume/low dollar value sectors (Lobster, Fish and Seafood and Apparel) tended to be more critical of the GMOR and government involvement in general. The industrial market (Aircraft Repair and Overhaul and Packaging and Labelling Equipment) tended to be less critical of the GMOR and more readily welcomed some form of government involvement.

Timeliness of Information

Many participants felt that the GMOR tested was out of date. Although there were some extreme examples (e.g., a listing of trade fairs already finished), many felt that even a six month old GMOR might be dated for them.

Timeliness was very crucial for exporters because the market changes so quickly. This reinforces their value of market intelligence information. However, this information has a very short shelf life.

Inaccuracies

If the datedness of the content had participants questioning the relevance of the GMOR, the inaccuracies in many of them appeared to damage the credibility of the publications. One example was the distributor in Chicago who had been dead for several years and yet was still listed in the GMOR.

2.2 Export Snapshot

"Exports are becoming a bigger and bigger part of my business every day and we are looking for more and more markets around the world every day. The issue is once you've learned how to do business in one country it gets easier and easier. At first there are surprises." – a focus group member.

Participants felt that exports were more driven by opportunity than by an overall strategy. Often, an exporter would simply choose to enter a market only because a sale could be made.