

The survey was revised by the Export Services for Small- and Medium-Sized Enterprises Division (TSME), the Policy and Strategic Planning Division (TBX), and by two committees—one internal and the other external. The internal committee consisted of officials of DFAIT geographic branches and the Chief of Staff of the Deputy Minister for International Trade (see Acknowledgments). The external committee consisted of selected bilateral business association leaders (see Acknowledgments). The survey was sent for comments first to the internal committee, and then to the external committee.

The participation of the internal committee was invaluable in the development of the format and presentation of the questions. All members approved the format and structure of the survey.

The suggestions from the external committee greatly helped in the preparation of the choice of responses for each question. In general, the associations indicated that the questions were relevant, specific, succinct, and of appropriate scope. The fact that the questions related to both past and future concerns enhanced the value of the survey.

Once the final comments were incorporated, the survey was approved by the Director General of the Trade Commissioner Service, Overseas Programs and Services, Roger Ferland.

## **Content of the Survey**

The survey contained 39 questions, divided into three sections.

### **Section A - Association Profile**

1. Services
2. Main activities: promotion, communication, information, etc.
3. Budget information
4. Management structure
5. Competitive advantages

### **Section B - Membership Profile**

### **Section C - Contact with DFAIT and Other Government Departments and Agencies**