

It is, however, of more importance as a source for export assistance program information, particularly if combined with other federal government sources. The main information areas for which DEA is identified most frequent as the source are:

- . Canadian government policies and regulations;
- . Canadian export permits; and
- . Export assistance programs.

Respondents were also asked to specify the frequency with which they receive information from External Affairs or other federal government sources. As the results in Exhibits 8 and 9 show, about 50% of the responses indicated material is received irregularly.

2.3.2 Unfilled Information Needs

The areas in which information is lacking or perceived to be lacking are illustrated in Exhibits 10 and 11. The main areas fall within the areas of greatest information need: foreign markets, export assistance and foreign regulations.

Of those respondents who identified information on foreign products as important to conduct exporting, 27% feel that such information is not currently available to them. Similarly, 25% who identified information on export assistance programs and 15% who identified foreign regulations and policies feel that such information is not currently available.