

What types of information do you need on export marketing?

	<u>Total</u>	<u>Type of Company</u>	
		<u>Manufacturing</u>	<u>Service</u>
Information relating to our industry	23.7%	19.3%	28.3%
Market opportunities/markets for our products	15.4	16.9	13.6
Foreign market needs: products needed/needs of other countries	13.5	13.0	14.3
Names/leads/contacts	11.1	10.8	9.9
On pricing/how much to charge/dollar amount of product value	8.9	7.4	10.8
Customs regulations/import rules of foreign countries	7.3	8.2	6.3
International policies governing trade/tariff structures/trade agreements/GATT	6.5	7.0	5.9
Projects available throughout the world/tenders coming up	6.3	6.7	6.3
Market size/volume	4.4	4.6	4.4
Financing/financial assistance	4.1	1.9	7.0
Names of distributors in foreign countries	3.9	3.4	5.1
Canadian export regulations	3.8	4.3	3.3
Upcoming trade events: trade fairs/missions/seminars	3.8	3.9	3.7
Countries profile/political, cultural, economic situation	3.5	3.1	4.0
Government export assistance programs	3.4	2.7	4.8

Principal Mentions