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B.

GENERAL INDUSTRY DISCUSSION

1. Before we get into the specifics of the "Review," tell me how important exports are for the health of this industry? (e.g., compared with domestic markets or other industries in your area).
2. Who are your most important markets? Is that expected to continue? Do you anticipate future growth? (Probe: in what areas, how much, etc.)
3. In order to export your product, what information do you need to know? (prioritize)
4. What information would help you to export more?

C.

DEPARTMENTAL ROLE

1. What role does government play in facilitating your exports?
2. What role should government play in facilitating your exports?
3. How familiar are you with the trade and export market information provided by the Department of Foreign Affairs and International Trade?
4. Do you currently obtain information and intelligence from the Department? How useful is it?
5. What information do you think the Department could provide that would be useful for you?