

If you don't use it, who might? Is it targeted at anyone in particular? Probe: Is it a government document written for government?

Does the publication provide you with the information you need on government programs and activities to support exporters?

Do the other sources? Why? Why not?

Is there any information that is not available through existing sources that should be made available? If so, what is the information?

Is adequate information available for your industry sector? If no, is this because your sector has been defined too broadly?

Is there a more effective way of delivering this information?

Contents of the International Trade Business Plan

I would like to turn to the contents of the publication itself.

Contents

Title:

Does the title communicate the right message? If not, how should it be changed?

Table of Contents:

Do you like the way the document is structured? Should it be divided by sector, or presented in some other way?

Minister's Message:

What message did this letter leave you with?

Preface and Glossary:

Did you find this information to be useful?

Would you present it any differently?