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Most participants valued the role of the Department in facilitating their exports. Some had used the services of the Department to attend trade fairs and missions. They recognized and appreciated the efforts of the trade consulates. However, there was a significant portion of the target group that was unaware of what the Department could offer them. Many participants recommended that the Department work more closely with the associations.

The Department should consider:

7. examining more cooperative ventures with the associations.

Participants generally considered the U.S. market to be the most important. Many believed that there were emerging markets in Mexico, Latin America, South America and the Pacific rim. However, participants said they would export wherever there was an opportunity to make a sale.

The Department should consider:

8. emphasizing the Mexican, Latin American, South American and Pacific rim countries in the GMORs;
9. increasing the role and distribution of the Country Guides; and
10. that in terms of strategic approach, exporters are seeking opportunities in any country.

Many participants believed that the GMORs were laborious to read from cover to cover. Most tend to "hunt and peck" their way through the publication.

The Department should consider:

11. giving future editions a good edit to enhance their readability.

Most participants had very few comments about the design of the GMOR. However, based on the experience of the researcher in other government publications, the following is offered:

The Department should consider:

12. having the GMORs published (in whatever form) with a consistent look;
13. ensuring that each GMOR has the Canada Wordmark and Departmental signature;