

2**Information Sources****a) General Sources**

- Participants said they consulted many information sources to find useful data relevant to their exporting business.
 - Anglophones mentioned WinExport, newspapers, other consultants, colleagues, and the Internet.
 - Francophones specified ACDI, the World Bank, competitors, and their partners in a foreign country.
 - Participants in both groups included Canadian Embassies along with Merx, although the information provided by the latter was not considered specific to exporters.
- However, despite the numerous sources, many in both groups expressed frustration about the general lack of information available on exporting.

b) Internet Sources

- In each group, all participants said they used the Internet at some point in their export activities, and most used it specifically to search for export information.
- However, their frustration about finding export information in general was experienced more strongly with regard to the Internet.
 - Most indicated they often did not find what they were looking for on the Internet.
- In general, fewer sites were identified in the anglophone group as information sources.
 - Anglophones said they used WinExport, Merx, and Canadian Embassies. Some also said they conducted general Internet searches by country.
 - Francophones mentioned: RAFI, Strategis, SEE, InfoExport, Merx, and CanadExport.