

- The section, *Business Opportunities*, in the CanadExport newsletter was deemed "very useful" more than any other section. (6, p.4)
- Canadian companies rate international market information and market intelligence as extremely important to their businesses. Of the two, market intelligence is more important than market information to them. (5, p.3)
- Canadian Trade Officer-provided market intelligence was deemed more important than other services offered by posts abroad by 29 percent of companies across Canada; this intelligence was deemed equally important as other services to another 35 percent of the companies. The other services mentioned in the comparison included arranging meetings, monitoring agents, or influencing foreign governments on companies' behalf. (5, p.17)
- In the services industry, there was an expressed need for intelligence on large projects where services can be bundled, especially in projects involving other Canadian companies. (9, p.7)

7. Because time sensitivity is the very essence of market intelligence, the manner in which the information is delivered is of primary importance.

- "If you can put the info in a database, it is not intelligence," was the comment of several respondents. (5, p.4)
- Companies of varying sizes across Canada had little success with electronic information services. Either they "did not produce results" or were "too difficult to access." (8, p.18)
- In the same survey, companies said that government should become a leader in the delivery of electronic information. However, other expressed reservations about allocating the resources required to maintain an electronic information system. (8, p.23)
- Personal contacts and phone calls are the best way to get both information and intelligence, given the very nature of information that businesses want. (8, pp.14&16), (5, p.5)
- When given a choice between hard copy and electronic delivery format, responses varied according to level of comfort with technology. (8, p.5)
- Facsimile or "fax-back" services were deemed a solution to the problem of those without modems and those uncomfortable with electronic sources. This method of information transmission would provide more up-to-date information than bound reports. (8, p.14), (5, p.9)

8. Another recurring theme throughout the surveys (those that directly evaluated our service) was the need for more follow up and ongoing consultations with SMEs.

- Develop a communication strategy that offers an opportunity to assess DFAIT progress in assisting SMEs (focus groups, client surveys, advisory group). (10, pp.2&4)