
A.

INTRODUCTION

1. Welcome participants.
2. Background: the Department of Foreign Affairs and International Trade has a 3-step approach to the collection and dissemination of trade development information.
 - In Step 1, the Department provides information on Canadian exporters for foreign buyers and for its trade commissioners;
 - In Step 2, the Department provides information on foreign markets for Canadian exporters; and,
 - In Step 3, the Department provides information on government-wide initiatives for Canadian exporters.
3. Today we are discussing an example of Step 2 the Global Market Opportunities Review (Aircraft or Apparel or Fish or Packaging and labelling Equipment or Fish and Seafood or Lobster). This publication provides information on foreign markets for Canadian exporters of "name of topic above."
4. The purpose of this discussion is to get your comments on ways the "Review" can be improved to better meet your needs. My job is to write an objective report based on what you say.
5. These groups are confidential.
6. Note the two-way mirror, my clients are behind it. They want to get first-hand feedback before my report is finished; but they don't want to interfere with the groups.
7. Please note that the session is being audio-taped. This is a time-saver that allows me to review the session and make notes afterwards. However, my clients may want to listen to the tapes as well.
8. Review discussion group ground rules: open and honest discussion, no right or wrong answers, hear all views, etc.
9. Discussion will last no more than 2 hours; feel free to excuse yourself.
10. Have participants do a round-table introduction.