



## **Interview Questionnaire (Exemplar)**

### **Representatives of Civil Construction Firms**

1. Please describe your role in the firm
2. What are the kinds of services/products that the firm offers in New Zealand and international markets (related to infrastructural development)?
3. Has the firm ever considered operations in the target markets?
4. If yes, which of the target markets has the firm considered and why?
5. If not, what are the possible reasons?
6. What do you think are some of the potential opportunities for your firm in the target markets?
7. What skills and knowledge do you feel are required by employees (both your and the partner organisation (if there is collaboration)) for your firm's effective and ongoing participation in emerging markets?
8. What is the mode of entry that you think is most effective for your firm while pursuing international opportunities in distant markets such as the target markets?
9. What are some of the (perceived) challenges that your firm has/may encounter(ed) whilst operating in those economies?
10. How have those challenges been overcome?
11. What are some of the key points that you suggest be kept in mind for any New Zealand firm considering operations in target markets?
12. What do you think government agencies and/or industry bodies could do, particularly within the civil construction sub-sector, to further facilitate successful market participation of New Zealand firms in the target markets?



## **Interview Questionnaire (Exemplar)**

### **Representatives of Government Agencies/Industry Bodies**

1. Please describe your role in the organisation.
2. How does the organisation facilitate successful market participation of New Zealand civil construction firms in an international context?
3. Is the organisation currently involved in any projects with firms that seek to extend their operations in target markets?
4. If yes, could you please provide details of the support given to the firms?
5. What, if any, barriers do New Zealand civil construction firms commonly face when considering operations in target markets?
6. Do you think the current services provided by your agency/organisation are sufficient to help New Zealand civil construction firms overcome those issues?
7. What better support do you think could be provided to New Zealand civil construction firms to further allow them to successfully participate in Asia (particularly in target markets: India, China, Indonesia and Vietnam)?
8. What advice would you give to New Zealand civil construction firms considering international expansion in target markets?