



Trade Team PEI Business Development Survey

The purpose of this survey is to assess the effectiveness and to improve the quality of services supporting international business development efforts of PEI. Data gathered from this survey will be shared among the following organizations: Atlantic Canada Opportunities Agency, Foreign Affairs and International Trade and the provinces of Prince Edward Island.

A) Activity/Event Description

1. *Name of activity/event*

2. *Date(s) of activity/event*

3. *Location of activity/event*

B) Participant Information

4. *Name of participant*

5. *Name of company/organization*

6. *Address*

(a) Street address _____

(b) P.O. Box _____

(c) Province _____

(d) Postal Code _____

(e) Telephone _____

(f) Fax _____

(g) E-mail _____

(h) Website _____

7. *Company/organization business number*

8. Description of company/organization (include description of products/services)

9. Profile

- | | |
|---|---|
| <input type="checkbox"/> Manufacturer | <input type="checkbox"/> Not-for-profit association |
| <input type="checkbox"/> Service provider | <input type="checkbox"/> Government |
| <input type="checkbox"/> Education | |
| <input type="checkbox"/> Finance | |
| <input type="checkbox"/> Health care | |
| <input type="checkbox"/> Communications | |
| <input type="checkbox"/> Transportation | |
| <input type="checkbox"/> Broker/distributor | |

10. Company/organization ownership (50% +)

- | | |
|---|--|
| <input type="checkbox"/> Aboriginal | <input type="checkbox"/> Youth (under 35 years of age) |
| <input type="checkbox"/> Woman | <input type="checkbox"/> Francophone |
| <input type="checkbox"/> Not Applicable | |

11. Sector/industry

- | | |
|---|---|
| <input type="checkbox"/> Aerospace and Defense | <input type="checkbox"/> Environmental Industries |
| <input type="checkbox"/> Building Products | <input type="checkbox"/> Food and Beverage |
| <input type="checkbox"/> Consumer Products | <input type="checkbox"/> Information and Communication Technologies |
| <input type="checkbox"/> Cultural Industries | <input type="checkbox"/> Life Sciences and Biotech |
| <input type="checkbox"/> Education and Training | <input type="checkbox"/> Oceans Technologies |
| <input type="checkbox"/> Energy | <input type="checkbox"/> Transportation (Atlantic Gateway) |

12. Sales profile

(a) Not applicable (for not for profit organization or government)

(b) I am presently not exporting outside of Canada

(i) **Total sales** revenues last year were

- | | |
|--|--|
| <input type="checkbox"/> under \$10,000 | <input type="checkbox"/> \$200,000-\$499,999 |
| <input type="checkbox"/> \$10,000-\$49,999 | <input type="checkbox"/> \$500,000-\$999,999 |
| <input type="checkbox"/> \$50,000-\$99,999 | <input type="checkbox"/> \$1,000,000-\$1,999,999 |
| <input type="checkbox"/> \$100,000-\$199,999 | <input type="checkbox"/> \$2,000,000 or more |

(ii) Top three **markets within** Canada in terms of revenue generated are:

- | <u>1st</u> | <u>2nd</u> | <u>3rd</u> |
|--|--|--|
| <input type="checkbox"/> Alberta | <input type="checkbox"/> Alberta | <input type="checkbox"/> Alberta |
| <input type="checkbox"/> British Columbia | <input type="checkbox"/> British Columbia | <input type="checkbox"/> British Columbia |
| <input type="checkbox"/> Manitoba | <input type="checkbox"/> Manitoba | <input type="checkbox"/> Manitoba |
| <input type="checkbox"/> New Brunswick | <input type="checkbox"/> New Brunswick | <input type="checkbox"/> New Brunswick |
| <input type="checkbox"/> Newfoundland & Labrador | <input type="checkbox"/> Newfoundland & Labrador | <input type="checkbox"/> Newfoundland & Labrador |
| <input type="checkbox"/> Northwest Territories | <input type="checkbox"/> Northwest Territories | <input type="checkbox"/> Northwest Territories |
| <input type="checkbox"/> Nova Scotia | <input type="checkbox"/> Nova Scotia | <input type="checkbox"/> Nova Scotia |
| <input type="checkbox"/> Nunavut | <input type="checkbox"/> Nunavut | <input type="checkbox"/> Nunavut |
| <input type="checkbox"/> Ontario | <input type="checkbox"/> Ontario | <input type="checkbox"/> Ontario |
| <input type="checkbox"/> Prince Edward Island | <input type="checkbox"/> Prince Edward Island | <input type="checkbox"/> Prince Edward Island |
| <input type="checkbox"/> Quebec | <input type="checkbox"/> Quebec | <input type="checkbox"/> Quebec |
| <input type="checkbox"/> Saskatchewan | <input type="checkbox"/> Saskatchewan | <input type="checkbox"/> Saskatchewan |
| <input type="checkbox"/> Yukon | <input type="checkbox"/> Yukon | <input type="checkbox"/> Yukon |

(c) I presently export outside of Canada

(i) **Total sales** revenues last year were

- | | |
|--|--|
| <input type="checkbox"/> under \$10,000 | <input type="checkbox"/> \$200,000-\$499,999 |
| <input type="checkbox"/> \$10,000-\$49,999 | <input type="checkbox"/> \$500,000-999,999 |
| <input type="checkbox"/> \$50,000-\$99,999 | <input type="checkbox"/> \$1,000,000-\$1,999,999 |
| <input type="checkbox"/> \$100,000-\$199,999 | <input type="checkbox"/> \$2,000,000 or more |

(ii) **Total export sales** revenues last year were

- | | |
|--|--|
| <input type="checkbox"/> under \$10,000 | <input type="checkbox"/> \$200,000-\$499,999 |
| <input type="checkbox"/> \$10,000-\$49,999 | <input type="checkbox"/> \$500,000-999,999 |
| <input type="checkbox"/> \$50,000-\$99,999 | <input type="checkbox"/> \$1,000,000-\$1,999,999 |
| <input type="checkbox"/> \$100,000-\$199,999 | <input type="checkbox"/> \$2,000,000 or more |

(iii) Top three **export markets outside** of Canada are:

- | <u>1st</u> | <u>2nd</u> | <u>3rd</u> |
|---|---|---|
| <input type="checkbox"/> Americas(excluding Brazil, Mexico, US) | <input type="checkbox"/> Americas(excluding Brazil, Mexico, US) | <input type="checkbox"/> Americas(excluding Brazil, Mexico, US) |
| <input type="checkbox"/> Brazil | <input type="checkbox"/> Brazil | <input type="checkbox"/> Brazil |
| <input type="checkbox"/> Caribbean | <input type="checkbox"/> Caribbean | <input type="checkbox"/> Caribbean |
| <input type="checkbox"/> Chile | <input type="checkbox"/> Chile | <input type="checkbox"/> Chile |
| <input type="checkbox"/> China | <input type="checkbox"/> China | <input type="checkbox"/> China |
| <input type="checkbox"/> Europe - East | <input type="checkbox"/> Europe - East | <input type="checkbox"/> Europe - East |
| <input type="checkbox"/> Europe - West | <input type="checkbox"/> Europe - West | <input type="checkbox"/> Europe - West |
| <input type="checkbox"/> India | <input type="checkbox"/> India | <input type="checkbox"/> India |
| <input type="checkbox"/> Japan | <input type="checkbox"/> Japan | <input type="checkbox"/> Japan |
| <input type="checkbox"/> Mexico | <input type="checkbox"/> Mexico | <input type="checkbox"/> Mexico |
| <input type="checkbox"/> Nordic Countries | <input type="checkbox"/> Nordic Countries | <input type="checkbox"/> Nordic Countries |
| <input type="checkbox"/> US - All | <input type="checkbox"/> US - All | <input type="checkbox"/> US - All |
| <input type="checkbox"/> US - Midwest | <input type="checkbox"/> US - Midwest | <input type="checkbox"/> US - Midwest |
| <input type="checkbox"/> US - Northeast | <input type="checkbox"/> US - Northeast | <input type="checkbox"/> US - Northeast |
| <input type="checkbox"/> US - Northwest | <input type="checkbox"/> US - Northwest | <input type="checkbox"/> US - Northwest |
| <input type="checkbox"/> US - South Central | <input type="checkbox"/> US - South Central | <input type="checkbox"/> US - South Central |
| <input type="checkbox"/> US - Southeast | <input type="checkbox"/> US - Southeast | <input type="checkbox"/> US - Southeast |
| <input type="checkbox"/> US - Southwest | <input type="checkbox"/> US - Southwest | <input type="checkbox"/> US - Southwest |
| <input type="checkbox"/> Other – please explain | <input type="checkbox"/> Other – please explain | <input type="checkbox"/> Other – please explain |

13. My objective in participating in this activity/event is to (select the top three)

- (a) gather information on a new market
- (b) maintain a presence in the market
- (c) gather intelligence on competition
- (d) meet existing clients/distributors/agents/partners
- (e) introduce a product/service to the market
- (f) find an agent, distributor and/or partner
- (g) identify potential alliances
- (h) identify sales leads
- (i) seek investment opportunities (DFI/CDIA*)/financing
- (j) secure on-site sales

*Foreign Direct Investment /Canadian Direct Investment Abroad

C) Results of Participation in Activity/Event

Preparation

14. <i>I prepared for this activity/event by (select all that apply)</i>	Level of Satisfaction	
	<u>Low</u>	<u>High</u>
<input type="checkbox"/> (a) researching markets I am targeting		
<input type="checkbox"/> (b) researching potential clients		
<input type="checkbox"/> (c) researching potential competitors		
<input type="checkbox"/> (d) doing marketing prior to the event		
<input type="checkbox"/> (e) setting up meetings with potential clients		
<input type="checkbox"/> (f) participating in a training session		
<input type="checkbox"/> (g) attending a pre-briefing session		
<input type="checkbox"/> (h) meeting with a matchmaker		
<input type="checkbox"/> (i) meeting with government officials		

On-site

15. <i>During the activity/event, I (select all that apply):</i>	Level of Satisfaction	
	<u>Low</u>	<u>High</u>
<input type="checkbox"/> (a) attended a pre-briefing session		
<input type="checkbox"/> (b) set up and maintained a kiosk		
<input type="checkbox"/> (c) attended workshops/conferences		
<input type="checkbox"/> (d) gathered information on competitors/new technology		
<input type="checkbox"/> (e) attended a reception/networking activities		
<input type="checkbox"/> (f) used the services of a matchmaker		
<input type="checkbox"/> (g) used the services of a trade commissioner		
<input type="checkbox"/> (h) used the services of a virtual trade commissioner		
<input type="checkbox"/> (i) made a presentation		
<input type="checkbox"/> (j) met with prospective business partners		
# of business meetings _____		

Immediate follow-up

16. <i>As a result of my participation, I (select all that apply)</i>	Level of Satisfaction	
	<u>Low</u>	<u>High</u>
<input type="checkbox"/> (a) learned about/accessed a new market		
<input type="checkbox"/> (b) have a better understanding of my industry's opportunities abroad		
<input type="checkbox"/> (c) identified/assessed key competition		
<input type="checkbox"/> (d) introduced a new product/service		
<input type="checkbox"/> (e) established a business relationship with another Island company/organization		
<input type="checkbox"/> (f) identified a new innovation/technology to improve my product/production process		
<input type="checkbox"/> (g) identified a possible broker/distributor/agent/shipper/freight forwarder/etc.		
<input type="checkbox"/> (h) identified potential sales/opportunities		
<input type="checkbox"/> (i) identified inward Foreign Direct Investment leads		
# of FDI Leads <input type="text"/>		

(j) identified opportunities for direct investment abroad
of CDIA Leads

(k) was contacted by media for an interview
 domestically internationally

(l) signed partnership agreement(s) worth
 under \$10,000 \$200,000-\$499,999
 \$10,000-\$49,999 \$500,000-999,999
 \$50,000-\$99,999 \$1,000,000-\$1,999,999
 \$100,000-\$199,999 \$2,000,000 or more

(m) accepted on-site sale orders valued at
 under \$10,000 \$200,000-\$499,999
 \$10,000-\$49,999 \$500,000-999,999
 \$50,000-\$99,999 \$1,000,000-\$1,999,999
 \$100,000-\$199,999 \$2,000,000 or more

(n) anticipate long term sales (over the next 12 months) valued at
 under \$10,000 \$200,000-\$499,999
 \$10,000-\$49,999 \$500,000-999,999
 \$50,000-\$99,999 \$1,000,000-\$1,999,999
 \$100,000-\$199,999 \$2,000,000 or more

(o) need to do more work before selling abroad, such as

Long-term follow-up

17. As a follow-up to this activity, I intend to (select top 3):

(a) follow-up with key contacts within two weeks

(b) return to the market

(c) change my manufacturing technology/process

(d) develop/modify my export/marketing plan

(e) increase my marketing resources (employees/\$)

(f) increase my export readiness through research, attending educational seminars, etc.

(g) contact government for further support

(h) participate in more international activities
 (i) participate in international activities in the following markets

18. Please rate the following in terms of overall satisfaction	Level of Satisfaction	
	<u>Low</u>	<u>High</u>
<input type="checkbox"/> (a) availability of information leading to the event		
<input type="checkbox"/> (b) Atlantic organizers/logistics coordinator		
<input type="checkbox"/> (c) event/activity in general		
<input type="checkbox"/> (d) on-site access to organizers		
<input type="checkbox"/> (e) trade show booth layout		
<input type="checkbox"/> (f) trade show visitor traffic		
<input type="checkbox"/> (g) trade show visitor quality		
<input type="checkbox"/> (h) media relations efforts made on my behalf		

19. Additional comments

Note: A one-year-out survey (Section 3) will be forwarded to you in approximately one year to review the long-term results of this activity.