

3.2 Was the seminar useful?

QUESTION 2

Was the seminar useful in helping you determine if your firm will pursue selling to the U.S. Government?

	<u>Per cent</u>	<u>Companies</u>	
	78	301	YES
	<u>22</u>	<u>85</u>	NO
TOTAL	100	386	

The survey has shown that 78 per cent of participants found the seminar useful. The quantity and quality of the information met their expectation. All presentations were considered relevant and the speakers were perceived as experts in their fields. However, for every three participants who said they found value in the seminar, one participant said he did not.

A major complaint from the 20 per cent of those already exporting to the US government pertained to the general nature of the information or to the lack of sector-specific information. These participants would have preferred in-depth information on, for example, General Services Administration (GSA), the structure and function of specific purchasing agencies, border implications, US regulations respecting industry sectors and the impact of Free Trade. In addition, the exporters expressed a need for assistance in dealing with financial issues, especially with respect to financing US government receivables.

Another complaint concerned the organization of the seminar. Some participants felt that the presentations were "too negative" and, as a result, they became disinterested in that market. They also felt that it was addressed primarily to large companies rather than small companies and that it was geared towards manufacturers and not to those in the business of exporting services. Finally, some 20 companies thought there should have been a distinction made