

- number and quality of visitors and exhibitors,
- the event organization,
- the opportunity to acquire market intelligence/information
- and the desire of participants to participate again.

In addition to Canadian viewpoints, this section should include local industry and market viewpoints.

b.) Effectiveness of Canadian participants at the event

This subsection focuses on Canadian private sector participants but should also refer to the effectiveness of other government personnel or organizations that were present. It allows the reporting officer to analyze how effective Canadian companies were and to comment on recruitment effectiveness. The report should comment on achievement of participants objectives including data on total business enquiries received, opportunities identified, sales potential, distributors and/or joint venture partners found, etc. The comments should also address exceptional performance, good or bad, of individual companies. Reasons should be given for such performance considering such things as the relevance of their products or service to the market or their export readiness.

c.) Effectiveness of FAIT participation

This subsection focuses on the success of the exhibit, mission, conference, workshop, etc. in terms of performance measures we are directly responsible for such as the number of enquiries we received, opportunities we identified. It should also include information on the response of exhibitors (foreign and domestic), event visitors/attendees, and others towards Canada's national stand, info booth, presentations, etc.; a comparison to competitors' exhibits, the response of companies and other organizations met during the event and any other factor relating to advocacy objectives. This section should be used to show the relationship (if any exists) between money expended on the event and the impact of the event.