

3. RESULTS OF THE SURVEY

3.1 Export Status

QUESTION 1

At the time you attended the US Procurement seminar, were you:

Per cent Companies

20	111	Already selling to a US government agency (experienced exporters)
47	265	Selling in the US, but not to a US government (exporter)
<u>33</u>	<u>182</u>	Not exporting to the US at all (novice)
Total	100	558

The survey found that 67 per cent of participants are already established in the US market. Of this group, 20 per cent are selling to the government while 47 per cent are selling in the commercial market. A small proportion of the participants, 5 per cent, are selling to both markets, government and commercial. The remaining 33 per cent are not exporting to the US at all. The extent of the involvement of the participants in exporting to the US market is useful in understanding the type of further assistance that is required.