

TRADE FAIR PARTICIPATION REPORT

1. *Organization of Exhibit*

- (a) Location;
- (b) Size;
- (c) General character;
- (d) Manning—Trade and Commerce and other departments;
- (e) Cinema—capacity, etc.;
- (f) List of Canadian firms participating (to be attached as appendix to report).

2. *Operation of Exhibit*

- (a) Customs formalities;
- (b) Security arrangements;
- (c) Accessibility of exhibit to public—if not, why not?
- (d) Difficulties or problems encountered—manning, etc.

3. *Effect of Official Participation*

- (a) Effectiveness of theme and design;
- (b) Comparison with other national exhibits;
- (c) Reception,
 - (i) Type and location,
 - (ii) Number of guests,
 - (iii) Effectiveness;
- (d) Cinema,
 - (i) Attendance,
 - (ii) Films shown,
 - (iii) Effectiveness;
- (e) Impact on,
 - (i) General public,
 - (ii) Business visitors,
 - (iii) Local government officials,
 - (iv) Participants;
- (f) Comments, if useful, by,
 - (i) Fair management,
 - (ii) Local government officials,
 - (iii) Business visitors,
 - (iv) General public,
 - (v) Canadian visitors,
 - (vi) Canadian participants and/or their agents,
 - (vii) Press.

4. *Results*

- (a) Trade enquiries,
 - (i) Total enquiries for export from Canada,
 - (A) Originating in your territory,
 - (B) Originating elsewhere,