

Results

The following is a detailed description of the results of the Globe '94 survey. Findings obtained for individual questions appearing on the questionnaire are grouped and presented in relation to the objectives of the project.

I. Visitor Profiles and Requests for Company Information

Question number 1 focused on the profile of the foreign visitors. In total, almost all exhibitors (98%) received a profile prior to or at Globe '94. Similarly, almost all (94%) were satisfied with the information. Only 4 exhibitors indicated dissatisfaction, stating that the profile was "not useful," "more time needed for review prior to show," or "more information needed."

When asked what type of information on their company visitors were seeking, exhibitors gave a variety of responses (see table 1). The most frequent requests were for more "general information" (29% of responses), "product information" (27%), and "all aspects of the company" (13%).