The Canadian Trade Commissioner Service Everywhere you do business

Le Service des délégués commerciaux du Canada Partout où vous faites des affaires

## **Question 7**

Since receiving the support of the TCS, have you actively pursued and/or entered into negotiations of a commercial agreement (e.g., sales, licensing, investment, innovation or supply arrangement) with a client/partner in your target market?

The same questions are provided to both clients and partners. With 713 clients and 112 partners that have responded, the number of clients pursuing opportunities is fourteen percent higher, and this question is not applicable to more partners than clients. Overall 40.49% of all respondents are pursuing opportunities (42.92% of clients and 25% of partners).

254 respondents or 30.79% selected 'not applicable'. Of these respondents, 25% percent were not business clients but partners (other government departments, educational institutions, associations, municipalities, etc.)

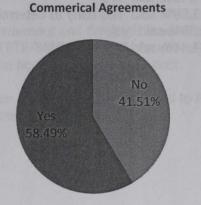
> Clients Pursuing Commercial Agreements

> > No

30.43%

n/a

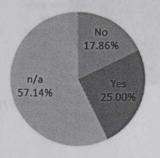
26.65%



**Clients and Partners Pursuing** 

n=571

Partners Pursuing Commercial Agreements



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n=713

n=112