

companies concerned with premature expansion and overextending their resources.

Because the question of follow-up activity was specifically put to participants who had an interest in the US government procurement market, the follow-up activities that were reported can be considered to be, to a large extent, a direct result of information presented at the seminar.

In addition, 16 companies have actually received their GSA registration and made sales to the US government since the seminar (see Appendix A).

QUESTION 5

What follow-up action have you taken?

<u>Per cent</u>	<u>Companies</u>	
18	27	Canadian Embassy in Washington
8	12	Trade Commissioners elsewhere in the US
14	21	US Trade Division of External Affairs
4	7	US speakers from the seminar
14	21	Spoken directly with General Services Administration (GSA)
7	10	Have visited persons at the GSA
7	10	Have attended trade shows for government buyers
4	7	Have attended missions to US buying agencies
<u>24</u>	<u>37</u>	Other
100	152	TOTAL

The next question (5) concerning what contacts were made as part of the follow-up provided valuable insights on where Canadian companies seek assistance during the process of learning how to sell to the US government procurement market. The highest proportion of companies approached GSA officials. Some companies contacted the Canadian Embassy in Washington to obtain information.