

6. Additional Comments: (cont'd)

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### EXPLANATION of CODES

1. COMPANY OBJECTIVES

Check ✓ beside your top 5 objectives and indicate on the scale (1 = low: 5 = high), the level of success attained.

2. EFFECTIVENESS of ITINERARY

Did you meet the right people, at the right level of decision making. Were they the people you expected to meet, regardless of the outcome of your discussions. Rate the effectiveness of your itinerary/meetings.

3. ASSESS VALUE of the MISSION in RELATION to your EXPORT STRATEGY

Assess the mission in terms of it's value in increasing your understanding of the business opportunities in the marketplace and adding to your knowledge base for developing an export strategy.

4. RATE VALUE of GOV'T. SPONSORED MISSIONS OVER PRIVATE VISIT

Rate the value of Gov't. sponsorship as opposed to an independent visit. How important was official Gov't. sponsorship for this mission.

5. SALES POTENTIAL for your PRODUCTS

What is your assessment of the sales potential for your products in this market.

6. ADDITIONAL COMMENTS:

Comment on any other aspect of the DFAIT or your own involvement which could be improved upon for future trade missions.

FOOTNOTE:

Response to the foregoing questions assists DFAIT in assessing the effectiveness of the mission program. Feed-back from industry ensures that trade missions are developed in partnership with participating companies and planned to expand their knowledge of export markets.