

Table 4 - Impact of Publications

| Impact of publication | % of cases where publication used | % of all cases |
|------------------------------|--|-----------------------|
| Identified contacts | 63% | 18% |
| Prepare for exports | 46% | 13% |
| Identified suppliers | 39% | 11% |
| New export market sales | 36% | 10% |
| Nothing | 16% | 73%* |
| Reference | 3% | 1% |
| Other | 2% | <1% |

* Assumes that if the publication was not used, no impact occurred.