

Part 3 (ANNEX B-3)

Project Results

This section of the reporting format contains the quantitative data required for the statistical reporting that is so often required when reporting on program accomplishments. The "Company Objectives" and "Sales Potential" sections will be an average of data collected from the individual participants questionnaire (Annex C). By the summer of 1994, this page will be produced automatically in TAMS if the data from the participants questionnaires are input into the system. For posts, a WIN/EMS module is being developed that will achieve the same objective. It is expected that it will be available in the fall of 1994. This WIN/EMS module will also include Parts 1 and 2 of the event reporting module and will be electronically sent to headquarters.

DISTRIBUTION

Market Intelligence and Information obtained at international business development events is useless unless it is distributed to those Canadian organizations that need to know it. While all three parts of the event report should be received by the responsible geographic division and TPE, Part 2 should be made widely available. The reporting officer should ensure that it is received by firms he/she knows will be interested, TOS, InfoEx, appropriate Sector Expert Groups, associations, etc. If prepared at a post, Part 2 will be sent by fax to private sector recipients and by E-Mail (or telex if Signet is not available) to the responsible geographic division and other government offices. It will eventually be distributed automatically to all addressees by MIMS (Market Intelligence Message System - see TFB tel 0005 17 Jan 94).

Any questions or comments on these Guidelines should be addressed to Brian Cox, Deputy Director, Fairs and Missions, TPE. Tel: 613-996-1918, Fax: 613-995-5773.