The seminar was relevant to participants who, before attending the seminar, had decided to consider entering the US government market. As this is a major decision for companies, involving reallocation of resources, the seminar, could not on its own cause companies to go ahead if entering the US government procurement market were not already an integral part of their corporate strategy. That is why the measure of success relates only to potential exporters instead of total participants.

Two factors were considered in evaluating the success of the seminar: whether there had been any change in the participant's interest; and, whether any measures had been taken to begin the process of entering that market. The survey revealed that as a result of the seminar, the participants are more aware of the potential of the US government procurement market. In fact, the largest proportion of respondents, 37 per cent, stated that their interest had increased. However, another substantial number of participants, 31 per cent, admitted a decrease in their interest level. These participants appeared overwhelmed by the complexity of the process. The remaining respondents, 32 per cent, stated that their interest level had remained constant. This group of participants was already selling to the US government, and was therefore already aware of the business opportunities.

It can therefore be stated that the seminar was successful in increasing awareness and generating interest in entering the US government procurement market. **If we combine the group of participants whose interest increased and the group whose interest stayed the same, we note that of the potential exporters, 283 or 69 per cent have declared an interest in the US government procurement market.**

Yet the level of commitment in terms of subsequent action is not as high as the level of interest. Of the companies who showed an interest, only 73 took the initial steps required to begin selling to the US government. However, those who had done nothing reported that their failure was due mainly to a lack of time and resources. These were most often small