

2025 RELEASE UNDER E.O. 14176
SEEKING, exhibitors were most likely to indicate that visitors wanted more "general information," "product information," or information on "all aspects of the company."

Business Opportunities Resulting from Globe '94

In total, 72% of exhibitors reported they received leads as a result of Globe '94, while one-third received trial orders.

Two-thirds of exhibitors were asked for preliminary proposals, over half were asked about possible distributorships, half received requests about joint ventures, and almost one-third were asked about other business proposals.

Most (77%) exhibitors had followed up on visitor requests, while 69% reported they had received feedback on their follow-up activities. The nature of the feedback was almost uniformly positive.

Only a few (9%) checked with the Department of Foreign Affairs and International Trade or Canadian Trade Commissioner to obtain further background on the enquirer.

Exhibitors Satisfaction with Globe '94

Almost all (94%) of exhibitors were either "very pleased" or "pleased" with Globe '94. One-third of respondents (32%) reported they preferred sub-sector grouping (e.g., air pollution companies grouped together), while 68% did not.