



### TRADE MISSION MEMBERS REPORT

|                          |                   |           |
|--------------------------|-------------------|-----------|
| Name/Address of Company: | Title of Mission: |           |
|                          | Dates:            |           |
| Completed by:            | Title:            | Tel. No.: |

Itinerary: (list countries and cities)

**EVALUATION CRITERIA: 1 = LOW / 5 = HIGH**

1. Purpose of Participation: Rate the top five in order of priority and indicate your level of success.

| Priority                                                                     | Success |   |   |   |   |
|------------------------------------------------------------------------------|---------|---|---|---|---|
| <input type="checkbox"/> Contact Prospective Clients                         | 1       | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> Assess market demand; product or service acceptance | 1       | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> Introduce new products/services                     | 1       | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> Maintain visibility, support dealers/partners       | 1       | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> Identify/appoint Agents or Distributors             | 1       | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> Identify/secure licencing agreement                 | 1       | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> Identify/negotiate joint venture/strategic alliance | 1       | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> Secure orders, bid, or quote opportunities          | 1       | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> Identify competition                                | 1       | 2 | 3 | 4 | 5 |

2. Effectiveness of Itinerary (Did you meet the right people?)

1    2    3    4    5

3. Assess value of mission in relation to your export strategy and the level of Commercial Intelligence and Information Gained.

1    2    3    4    5

4. Rate value of Gov't. sponsored mission over private visit.

1    2    3    4    5

5. Rate sales potential for your product/service (with estimated value, if known)

|                           |   |   |   |   |   |
|---------------------------|---|---|---|---|---|
| Short term (<3 months)    | 1 | 2 | 3 | 4 | 5 |
| Medium term (3-12 months) | 1 | 2 | 3 | 4 | 5 |
| Long Term (>12 months)    | 1 | 2 | 3 | 4 | 5 |

6. Additional Comments: (continue overleaf) Include suggestions to improve your own and DFAIT's participation in similar missions.