

between experienced and novice exporters.

It is worth noting that there was not a single complaint regarding the administration of the seminar: everything was to the participants' satisfaction. In summary, the format and, to a large extent, the content were commended.

3.3 How "successful" was the seminar?

QUESTION 3

Has your interest in pursuing this market increased or decreased as a result of attending the seminar?

	<u>Per cent</u>	<u>Companies</u>	
	37	153	INCREASED
	31	126	DECREASED
	<u>32</u>	<u>130</u>	NO CHANGE
TOTAL	100	409	

QUESTION 4

If your interest has increased, have you subsequently undertaken any follow-up activity to sell to the US government?

	<u>Per cent</u>	<u>Companies</u>	
	33	73	YES
	<u>67</u>	<u>145</u>	NO
TOTAL	100	218	

The objective of the seminar was to entice Canadian companies to consider the US government procurement market. The success of the seminar was directly proportional to how well this objective was achieved.