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Department of Foreign Affairs and International Trade

GLOBE '94 EXHIBITOR SURVEY

Developing the Business Environment

March 21-15, 1994

Vancouver, British Columbia

Prepared for:

**The Sectoral Liaison Secretariat (TOS)
Department of Foreign Affairs and International Trade**

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Executive Summary

Dept. of External Affairs
Min. des Affaires extérieures

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Purpose

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From July 6 to July 8, 1994, a telephone survey was conducted by Connect Research among exhibitors at Globe '94: Developing the Business of the Environment. The survey was commissioned by the Department of Foreign Affairs and International Trade which sought to (1) ascertain the types of information visitors needed, (2) evaluate what business opportunities resulted from the show, (3) assess exhibitors satisfaction with the show, (4) determine interest in Globe '96.

Methodology

The telephone survey was conducted among 65 randomly selected exhibitors. Each of the respondents in the survey was asked to answer 13 questions. The questions varied in length and format and were developed to meet the objectives of the project.

Results

Visitor Profiles and Requests for Company Information

Almost all exhibitors were satisfied with the profile information received. Only a few respondents indicated that it was not useful or that more information was needed.

When asked what type of information on their company visitors were

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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.

Interest in Globe '96

Over half (57%) of the exhibitors reported that they would attend Globe '96, while only 5% indicated they would not attend. Over one-third (38%) was undecided.

When asked what countries they would like to see invited, the top answers given were "all countries" (13%), "Europe" (12%) and "Asian countries" (11%).

In terms of what types of visitors, they would like invited to Globe '96, exhibitors were most likely to name "organizations from the public sector" (39%), followed by "private Canadian industry" (25%), and "Crown corporations such as Petro-Canada or CN" (20%).

"Globe '94: Developing the Business of the Environment"

- An Evaluation -

Introduction

Between July 6 and July 8, 1994, Connect North America conducted a telephone survey among 65 individuals who staffed their company's booth at Globe '94: Developing the Business of the Environment. The trade show was held in Vancouver from March 21 to March 25, 1994. The survey was commissioned by the Department of Foreign Affairs and International Trade to meet the following overall objectives: to determine the adequacy of profile information and types of information visitors need, to evaluate what business opportunities resulted from the show, to assess exhibitors' satisfaction with the show, and to determine exhibitors' interest in future shows.

Methodology

The Sample:

The exhibitors participating in the survey originated from a list of business contacts provided by the Department of Foreign Affairs, which indicated there were 250 exhibitors, 125 of which were from the private sector. Exhibitors were randomly contacted from the private sector exhibitors until 65 completed interviews were collected.

The size of the sample (n = 65) adequately satisfies standards for reliability and results in an acceptable margin of error at a 95% confidence level.

The Telephone Questionnaire:

The survey questionnaire, suggested by the Department of Foreign Affairs and International Trade, was developed by Connect Research and took approximately 5 minutes to administer. The questionnaire contained thirteen questions which varied in length and format. A copy of the questionnaire is contained in the Appendix.

Procedure:

Interviewers made a concerted effort to talk to exhibitors designated by the business contacts provided by the Department of Foreign Affairs and International Trade. If contact was not made on the initial call, interviewers were instructed to make a least two additional calls in order to contact the appropriate individual.

Upon contact, interviewers stated that they were calling on behalf of the Department of Foreign Affairs and International Trade to survey exhibitors at Globe '94. They then asked for the cooperation of the individual in answering a few questions about the show.

Results

The following is a detailed description of the results of the Globe '94 survey. Findings obtained for individual questions appearing on the questionnaire are grouped and presented in relation to the objectives of the project.

I. Visitor Profiles and Requests for Company Information

Question number 1 focused on the profile of the foreign visitors. In total, almost all exhibitors (98%) received a profile prior to or at Globe '94. Similarly, almost all (94%) were satisfied with the information. Only 4 exhibitors indicated dissatisfaction, stating that the profile was "not useful," "more time needed for review prior to show," or "more information needed."

When asked what type of information on their company visitors were seeking, exhibitors gave a variety of responses (see table 1). The most frequent requests were for more "general information" (29% of responses), "product information" (27%), and "all aspects of the company" (13%).

Table 1: Type of Information Visitors were Seeking

<u>Response</u>	<u>% of Total Responses</u>
General information	29%
Product information	27%
All aspects of company	13%
No comment	10%
Unsure	5%
Waste water, soil and recycling	4%
Written audio visual, promotional	3%
What can do domestically/overseas	2%
Sensor	2%
Chemicals	1%
Venture capital	1%
Specifics on recycling	1%
Movement of equipment	1%
Info. on environmental containment	1%

II. Business Opportunities Resulting from Globe '94

Six questions, numbered 3 through 8, focused on business opportunities and requests for information resulting from the show. Table 2 presents the percentage of exhibitors reporting leads and trial orders, while Table 3 presents the percentage of exhibitors receiving various requests.

In total, 72% of exhibitors reported they received leads as a result of Globe '94, while one-third (32%) indicated that they received trial orders. In terms of visitor requests, two-thirds of exhibitors were asked for preliminary proposals/quotations, 53% were asked about possible distributorships, half were queried about joint ventures, and 29% received requests about other business proposals.

Table 2: Leads/Trial Orders Received

<u>Response</u>	<u>% of Exhibitors</u>
Leads	72%
Trial orders	32%

Table 3: Visitor Requests

<u>Response</u>	<u>% of Exhibitors</u>
Preliminary proposals/quotations	66%
Possible distributorships	53%
Joint ventures	50%
Other business proposals	29%

In terms of follow-up, 77% of exhibitors indicated that they had followed up on visitor requests, while 69% of exhibitors reported that they had received feedback to their follow-up activities.

As seen in Table 4, the nature of the feedback was almost uniformly positive.

Table 4: Nature of Feedback

<u>Response</u>	<u>% of Exhibitors</u>
Positive feedback	92%
Requested further information	2%
Likely marketing opportunity	2%
Mixed feedback	2%
Unsure	2%

When exhibitors were asked whether they checked with the Canadian Trade Commissioner or others at the Department of Foreign Affairs and International Trade to obtain further background on the enquirer, only 9% said "yes." The large majority (91%) did no background checking.

III. Exhibitors Satisfaction with Globe '94

Questions 9 and 10 focused on exhibitors' satisfaction with the show. As seen in Table 5, exhibitors were generally pleased with Globe '94. In total, 94% reported that they were either "very pleased" or "pleased." Only 3% were "not pleased at all."

Table 5: Exhibitors Satisfaction with Globe '94

<u>Response</u>	<u>% of Exhibitors</u>
Very pleased	21%
Pleased	73%
Not so pleased	3%
Not pleased at all	3%

Exhibitors also were asked whether they preferred sub-sector groupings (e.g., air pollution companies grouped together). One-third of respondents (32%) reported they preferred sub-sector grouping, while 68% did not.

IV. Exhibitor Interest in Globe '96

Questions 11 through 13 dealt with exhibitor interest in future trade shows. Table 6 presents exhibitor intentions to attend Globe '96. The majority of exhibitors (56%) indicated that they would attend the future show, while only 5% reported that they would not. A large percentage (38%) was undecided.

Table 6: Plans to Attend Globe '96

<u>Response</u>	<u>% of Exhibitors</u>
Yes, will attend	57%
No, will not attend	5%
Undecided	38%

When asked what countries they would like to see invited to Globe '96, exhibitors gave a variety of responses. The top responses were "all countries" (13%), "Europe" (12%) and "Asian countries" (11%). All responses are included in Table 7.

Table 7: Countries Would Like Invited to Globe '96

<u>Response</u>	<u>% of Exhibitors</u>
All countries	13%
Europe	12%
Asian countries	11%
United States	7%
China	5%
South America	5%
Eastern Block	4%
Hong Kong	3%
North America	3%
Mexico	3%
No Comment	3%
Too early to determine	3%
Vietnam	2%
Germany	1%
Sweden	1%
Italy	1%
Poland	1%
Soviet Union	1%
Australia	1%
Africa	1%
Middle East	1%
Israel	1%
Far East	1%
Thailand	1%
Southeast Asia	1%
Korea	1%
Taiwan	1%
Philippines	1%
Oriental	1%
Pakistan	1%
Japan	1%
Pacific countries	1%
Water-bordered countries	1%
Technically advanced countries	1%
Developing countries	1%
More Canadian	1%

In terms of what types of visitors they would like invited to Globe '96, exhibitors were most likely to name "organizations from the public sector (Federal, Provincial or Municipal)" (39%), followed by "private Canadian industry" (25%) and "Crown corporations such as Petro-Canada or CN" (20%). See Table 8.

Table 8: Types of Visitors Would Like Invited to Globe '96

<u>Response</u>	<u>% of Exhibitors</u>
Organizations from Public Sector	39%
Private Canadian industry	25%
Crown Corporations	20%
Other	16%



Hello, this is _____ calling from Connect Research on behalf of the Department of Foreign Affairs and International Trade. May I please speak with an individual who staffed your company's booth at Globe '94? (When the correct person is on the line, reintroduce yourself) We are conducting a brief survey of individuals who exhibited at Globe '94: Developing the Business of the Environment, a trade show held in Vancouver from March 21-25, 1994. We understand your company was an exhibitor at the Globe '94 show, is that correct?

Yes _____ (Continue)

No _____ (Thank you and Terminate call)

Did you, yourself attend the show?

Yes _____

Would you be the most appropriate person to answer a few questions about the Globe '94 show?

Yes _____ (Continue to question 1)

No _____

Would you kindly give me the name of the person you think would be the most appropriate to answer a few questions about the Globe '94 show? _____

May I speak with him/her?

Yes _____ (start from beginning)

No _____ (arrange call back and terminate call)

1. Did you receive a profile of the foreign visitors prior to or at Globe '94?

Yes _____ No _____

Were you satisfied with the information?

Yes _____ (Continue)

No _____ (Ask what would you have liked to see included?)

2. What type of information on your company did the foreign visitors seek? _____

3. As a result of Globe '94, did you receive from foreign visitors...

Yes No

leads? _____

trial orders? _____

4. As a result of Globe '94, did you receive requests for...

Yes No

preliminary proposals or quotations? _____

possible distributorships? _____

joint ventures? _____

other business proposals? _____

5. Have you followed up with respect to these requests?

Yes _____ No _____

6. Have you received feedback since your follow-up activities?

Yes _____ (Continue with Question 7)

No _____ (Skip question 7 and go to Question 8)

7. What was the nature of the feedback? _____

8. Did you check with the Canadian Trade Commissioner or others at the Department of Foreign Affairs and International Trade, to obtain further background on the enquirer?

Yes _____ No _____

9. Were you pleased with the layout of the show?

Very pleased _____

Pleased _____

Not so pleased _____

Not pleased at all _____

10. Would you have preferred to be in sub-sector groupings (e.g. air pollution companies grouped together?)

Yes _____ No _____

11. Will you attend Globe '96?

Yes _____

No _____

Undecided _____

12. What countries would you like to be invited to Globe '96? _____

13. What types of visitors would you like to be invited to Globe '96?

____ Private Canadian Industry?

____ Organizations from the Public Sector (Federal, Provincial or Municipal)

____ Crown Corporations such as Petrol-Canada or CN

____ Other Specify: _____

VERIFIER CALLER INFORMATION (note changes below)

Name of person completing survey: _____

Changes to mailing address:

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