

International Trade Administration (ITA) Trade Mission Survey 2020

Welcome to ITA Trade Missions Survey

Thank you for participating in our survey. Your feedback is important.

This survey is designed to gather feedback on the U.S. Department of Commerce International Trade Administration Trade Missions (ITA Trade Missions). Your honest responses will help us to better assist companies like yours in enhancing your export strategy. The survey should take 10- 15 minutes and all answers will be kept confidential. When providing your feedback, if you have attended multiple ITA Trade Missions, please provide responses based on your most recent one.

Please click NEXT to consent to participate in the survey, we thank you for your valuable feedback!

International Trade Administration (ITA) Trade Mission Survey 2020

INSTRUCTIONS: For this survey, please reflect on the entire Trade Mission process including the application process, the process for planning for trips, trip attendance, and your company's / organization's goals.

1. How many ITA Trade Missions has your company attended in the past 10 years?

NOTE: An "ITA Trade Mission" refers to...

☐ None

☐ 1-3

☐ 4-6

☐ 7-10

☐ 11-20

☐ More than 20

2. In what year did you attend that trade mission? Please consider the most recent one when responding.

International Trade Administration (ITA) Trade Mission Survey 2020

3. In what month did you attend your most recent ITA Trade Mission?

4. Was your most recent ITA Trade Mission a Secretary-led mission?

- ☐ Yes
- ☐ No
- ☐ Don't know / Unsure

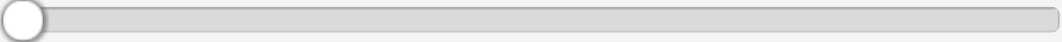
5. For the specific ITA Trade Mission you are reflecting on, what industry were you representing?

- | | |
|--|--|
| <input type="radio"/> Aerospace and Defense | <input type="radio"/> Franchising |
| <input type="radio"/> Agribusiness | <input type="radio"/> Healthcare |
| <input type="radio"/> Automotive | <input type="radio"/> Industrial Materials |
| <input type="radio"/> Business and Professional Services | <input type="radio"/> Information and Communication Technology |
| <input type="radio"/> Chemicals | <input type="radio"/> Marine Technology |
| <input type="radio"/> Consumer Goods | <input type="radio"/> Media and Entertainment |
| <input type="radio"/> Design and Construction | <input type="radio"/> Non-Profits and Associations |
| <input type="radio"/> Distribution and Logistics | <input type="radio"/> Public Sector |
| <input type="radio"/> Education | <input type="radio"/> Retail Trade |
| <input type="radio"/> Energy | <input type="radio"/> Safety and Security |
| <input type="radio"/> Environmental Technology | <input type="radio"/> Textiles and Apparel |
| <input type="radio"/> Equipment and Machinery | <input type="radio"/> Travel and Tourism |
| <input type="radio"/> Financial Services | <input type="radio"/> Wholesale Trade |
| <input type="radio"/> Food and Beverage | |
| <input type="radio"/> Industry not listed (please specify) | |

6. For the ITA Trade Mission you are reflecting on, please indicate the geographic location(s) to which you traveled. (*Check all that apply.*)

- | | |
|---|---|
| <input type="checkbox"/> Africa | <input type="checkbox"/> Middle East |
| <input type="checkbox"/> Asia | <input type="checkbox"/> North America |
| <input type="checkbox"/> Caribbean | <input type="checkbox"/> Oceania (Australia, New Zealand & Pacific Islands, etc.) |
| <input type="checkbox"/> Central America | <input type="checkbox"/> South America |
| <input type="checkbox"/> Europe | |
| <input type="checkbox"/> My region is not listed (please specify) | |

7. On the following scale, how important was the destination of the ITA Trade Mission in your decision to participate?

Low	Moderate	High	<input type="checkbox"/>
			

8. So we can better locate applicants in the future, please tell us how you ***first*** heard about the ITA Trade Mission you are reflecting on. Please choose the best option available.

- | | |
|--|--|
| <input type="radio"/> ITA website / social media | <input type="radio"/> Non-ITA word of mouth |
| <input type="radio"/> General notification email from ITA | <input type="radio"/> Trade association / professional organization |
| <input type="radio"/> Specific invitation from ITA | <input type="radio"/> State and local export development organizations |
| <input type="radio"/> ITA local experts (Commercial Service U.S. Export Assistance Center) | <input type="radio"/> Expert team leaders / industry experts |
| <input type="radio"/> Other ITA services (<i>*please specify below</i>) | <input type="radio"/> Related industry trade show |
| <input type="radio"/> Non-ITA website / social media | |
| <input type="radio"/> Other (please specify) | |

9. In the past, which ITA Trade Mission resources have you used to learn more about trade missions? (*Check all that apply.*)

- | |
|--|
| <input type="checkbox"/> ITA Website (e.g. export.gov or trade.gov) |
| <input type="checkbox"/> Expert team leaders / industry experts |
| <input type="checkbox"/> Local ITA experts (U.S. Commercial Service, U.S. Export Assistance Center, U.S. Embassy/Consulate Commercial Section) |
| <input type="checkbox"/> Additional ITA Services (e.g., webinars, gold key service, ITA trade show programs, SelectUSA) |
| <input type="checkbox"/> Other (please specify) |

International Trade Administration (ITA) Trade Mission Survey 2020

Next, we'd like to ask for your opinion regarding the reasons for attending ITA Trade Missions.

* 10. What were your top three objectives going into this ITA Trade Mission? (You may choose up to three options, in no particular order.)

- | | |
|--|---|
| <input type="checkbox"/> Advocating for major project or government tender | <input type="checkbox"/> Finding a sales representative (person) |
| <input type="checkbox"/> Advocating for policy or regulation | <input type="checkbox"/> Finding joint venture partners |
| <input type="checkbox"/> Building brand recognition | <input type="checkbox"/> Gaining exposure to new business prospects |
| <input type="checkbox"/> Conducting market research | <input type="checkbox"/> Licensing your product or service |
| <input type="checkbox"/> Engaging in educational opportunities | <input type="checkbox"/> Meeting with the government |
| <input type="checkbox"/> Engaging in partnership development | <input type="checkbox"/> Networking |
| <input type="checkbox"/> Engaging in student recruitment opportunities | <input type="checkbox"/> Positioning your business as an expert / subject matter expert |
| <input type="checkbox"/> Finding a distributor | <input type="checkbox"/> Securing immediate sales |
| <input type="checkbox"/> Finding a new vendor/product/service | |
| <input type="checkbox"/> Other (please specify) | |

11. How much of a factor were the following ITA Trade Mission events in making your attendance decision?

	High	Moderate	Low	Not at All	N/A
The trade mission 1:1 meetings (business-to-business and/or business-to-government)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The briefings from Commercial Service (CS) staff and/or relevant local industry experts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The networking events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The site visits (industry or market related)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learning about local market priorities, policy and or regulatory changes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

International Trade Administration (ITA) Trade Mission Survey 2020

For this next section, please consider the process for planning to attend an ITA Trade Mission.

12. How would you rate the ITA Trade Mission application process?

- | | |
|-------------------------------------|-------------------------------------|
| <input type="radio"/> Excellent | <input type="radio"/> Below average |
| <input type="radio"/> Above average | <input type="radio"/> Very poor |
| <input type="radio"/> Average | |

Comments:

13. What is the primary consideration when planning attendance at any type of ITA Trade Missions / conferences / networking opportunities by your firm?

- ☐ Costs
- ☐ Location
- ☐ Potential outcomes from trade mission
- ☐ Participation by other US firms
- ☐ Participation by a US Government senior official or equivalent
- ☐ Other (please specify)

14. In your company, which department is the primary contact for ***planning*** ITA Trade Mission attendance?

- ☐ CEO/Executive Team
- ☐ Business Development/Sales Team
- ☐ Marketing Team
- ☐ Research and Development Team
- ☐ Other (please specify)

15. Approximately how much did your business spend in addition to the ITA Trade Mission direct costs? This may include marketing materials, showcase materials, travel and other costs.

- | | |
|---|---|
| <input type="radio"/> \$0 - \$5,000 | <input type="radio"/> \$15,001 - \$20,000 |
| <input type="radio"/> \$5,001 - \$10,000 | <input type="radio"/> More than \$20,000 |
| <input type="radio"/> \$10,001 - \$15,000 | <input type="radio"/> Don't know / Unsure |

16. Considering your response to the previous question, what were these costs for? (*Check all that apply.*)

- | | |
|--|---|
| <input type="checkbox"/> Showcase materials | <input type="checkbox"/> Additional manpower hours |
| <input type="checkbox"/> Marketing materials (including printing) | <input type="checkbox"/> Contractor / consultant fees |
| <input type="checkbox"/> Travel expenses (e.g. meals, flights, transportation, hotels/lodging, etc.) | <input type="checkbox"/> Shipping |
| <input type="checkbox"/> Other (please specify) | |

17. How would you rate the value of the ITA Trade Mission to your business?

- ☐ High Value
- ☐ Moderate Value
- ☐ Low Value
- ☐ No Value at All

Comments:

18. All ITA Trade Missions are intended to have some intangible value as well. Please indicate if any of these were intentional "value-adds" for your company. (*Check all that apply.*)

- | | |
|--|---|
| <input type="checkbox"/> Branding | <input type="checkbox"/> Improving business operations - Collaboration |
| <input type="checkbox"/> Building/Enhancing relationships in foreign market | <input type="checkbox"/> Improving business operations - Learning / Research & Development |
| <input type="checkbox"/> Building/Enhancing relationships among and between Trade Mission participants | <input type="checkbox"/> Improving business operations - Talent (e.g. leadership, design, marketing, sales, etc.) |
| <input type="checkbox"/> Establishing/Showcasing intellectual property | <input type="checkbox"/> Improving strategy / future planning |
| <input type="checkbox"/> Expanding customer experience | <input type="checkbox"/> Understanding the market |
| <input type="checkbox"/> Investing in additional competencies | |
| <input type="checkbox"/> Other (please specify) | |

19. When planning to attend an ITA Trade Mission, how important were the following factors to you / your business?

	Very Important	Moderately Important	Slightly Important	Not Important	N/A
Making sure vendors could identify your "brand"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Putting forward a "brand" reputation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Demonstrating the usability of a product or the impact of a service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Establishing new relationships	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strengthening existing relationships	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assessing your product and intellectual property against similar businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving your business strategy by learning about future industry needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving your business operations by creating or fostering collaboration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving your business operations by scouting for talent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

International Trade Administration (ITA) Trade Mission Survey 2020

In this next section, please consider the process for attending and traveling on an ITA Trade Mission.

20. Please think about your most recent ITA Trade Mission trip and rate the following:

	Strongly Agree	Agree	Disagree	Strongly Disagree
The planning time prior to the actual trip was sufficient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The cost of the trip (including transportation, conference attendance, shipping of associated goods, and related costs) was reasonable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The time allotted to produce materials for the trip was sufficient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The marketing opportunities during the trip were reasonable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. During the ITA Trade Mission, how did you feel about the time spent on each of the following events.

	Too much time spent	Enough time spent	Not enough time spent	N/A
The trade mission 1:1 meetings (B2B and/or B2G)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The briefings from CS staff and/or relevant local industry experts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The networking events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The site visits (industry or market related)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. During the ITA Trade Mission event, please rate the helpfulness of the ITA staff while delivering these services.

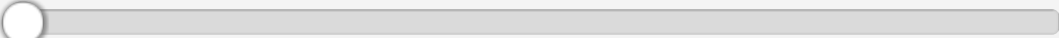
	Extremely Helpful	Moderately Helpful	Seldom Helpful	Not at All Helpful	N/A
ITA staff assisting with 1:1 meetings (B2B and/or B2G) were...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ITA staff assisting with briefings from CS staff and/or relevant local industry experts were...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ITA staff assisting with networking events were...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ITA staff assisting with site visits (industry or market related) were...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. Overall, how would you rate the ITA staff that **traveled with you** on your ITA Trade Mission?

Very Poor	Average	Excellent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. Overall, how would you rate the ITA staff *that were permanently staffed* at your ITA Trade Mission location?

Very Poor Average Excellent

☐  ☐

25. Overall, how would you rate the value gained from the trip?

- ☐ Excellent ☐ Below average
- ☐ Above average ☐ Very poor
- ☐ Average
- ☐ Comments:

International Trade Administration (ITA) Trade Mission Survey 2020

Please let us know how this ITA Trade Mission may have impacted your business and if your organization's outcomes were accomplished.

26. How would you rate the overall ITA Trade Mission experience?

Very Poor Average Excellent

☐ ☐ ☐ ☐

27. How likely are you to apply to participate in another ITA Trade Mission?

Very Unlikely Highly Likely

☐ ☐ ☐

28. Thinking about your company's goals for attending the ITA Trade Mission, how did the following meet your expectations.

	Exceeded My Expectations	Met My Expectations	Fell Below My Expectations	N/A
The trade mission 1:1 meetings (B2B and/or B2G)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The briefings from CS staff and/or relevant local industry experts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The networking events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The site visits (industry or market related)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

29. While thinking about outcomes for your company after your attendance at the ITA Trade Mission event, please respond to the following:

	Yes	No	N/A
Did this trade mission result in any new business?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did it result in any increased sales?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did it result in any increased exports?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did it result in any expanded business lines?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did it result in new partnerships?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did it increase your position as a subject matter expert?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did it provide your company with new information on market priorities, policy and or regulatory changes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did it open up a local market for new business?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did it provide your company with a good return on your investment?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did it provide advocacy for your company as a result of the backing of the US Government?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

30. How well do you think this ITA Trade Mission met your initial goals for attending?

Not Well at All Somewhat Well Very Well

☐  ☐

31. Please let us know how we can improve our ITA Trade Missions.

International Trade Administration (ITA) Trade Mission Survey 2020

Lastly, we would like to understand a bit more about your company.

32. How many years has your company been in business? *(Enter with a whole number only.)*

33. In what region is your company located?

- | | |
|--|--|
| <input type="radio"/> Northeast (CT, MA, ME, NH, RI, VT) | <input type="radio"/> Southwest (AZ, CO, NM, OK, TX, UT) |
| <input type="radio"/> Mid-Atlantic (DE, MD, NJ, NY, PA, VA, WV, Washington DC) | <input type="radio"/> West (CA, HI, NV) |
| <input type="radio"/> Southeast (AL, AR, FL, GA, LA, MS, NC, SC, TN) | <input type="radio"/> Northwest (AK, ID, MT, OR, WA, WY) |
| <input type="radio"/> Midwest (IA, IL, IN, KS, KY, MI, MN, MO, NE, ND, OH, SD, WI) | <input type="radio"/> Virgin Islands or US Territories |

34. How would you classify the size of your business? (If you need help determining your size, please use this SBA tool: <https://www.sba.gov/size-standards/>)

- ☐ Small
- ☐ Medium
- ☐ Large

35. Does your company have any of the following designations or classifications? *(Check all that apply.)*

- | | |
|--|--|
| <input type="checkbox"/> HUBZone Small Business | <input type="checkbox"/> Veteran / Veteran Service-Disabled Owned Small Business |
| <input type="checkbox"/> Minority Owned Small Business | <input type="checkbox"/> Woman Owned Small Business |
| <input type="checkbox"/> SBA Designated 8(a) | |
| <input type="checkbox"/> Other (please specify) | |

36. In your best approximation, how many ITA Trade Missions has your company attended in the past 5 years?

- | | |
|---------------------------|----------------------------------|
| <input type="radio"/> 1 | <input type="radio"/> 6-7 |
| <input type="radio"/> 2-3 | <input type="radio"/> 8-9 |
| <input type="radio"/> 4-5 | <input type="radio"/> 10 or more |

37. How many people does your company tend to send on an ITA Trade Mission?

38. How many non-ITA Trade Missions / conferences / networking opportunities does your firm attend, on average, in a year? This would include any other business networking opportunities and/or conventions which are sponsored by industry leaders, business associations, local or regional economic development organizations, etc.

- ☐ 1-3
- ☐ 4-6
- ☐ 7-10
- ☐ More than 10

Thank you message goes here along with contact information in case they have questions.