



## Part B

1. **As a member, do you feel STEP has a solid understanding of your company's export requirements?**  
 Strongly Agree  Somewhat Agree  Neutral  Somewhat Disagree  Strongly Disagree
2. **Do you feel STEP has a solid understanding of your industry?**  
 Strongly Agree  Somewhat Agree  Neutral  Somewhat Disagree  Strongly Disagree
3. **Over the past year, when requested to do so, do you feel STEP has worked effectively with your company to expand your export market initiatives?**  
 Strongly Agree  Somewhat Agree  Neutral  Somewhat Disagree  Strongly Disagree
4. **In my view, my organization has received value from our STEP membership investment.**  
 Strongly Agree  Somewhat Agree  Neutral  Somewhat Disagree  Strongly Disagree
5. **Please list the top three markets that your company will be targeting over the next two years in order of priority. (Please be specific in the identification of country/state/province versus continents.)**
  - 1.
  - 2.
  - 3.
6. **Have total exports for your company increased or decreased over the past year?**  
 Increased  Decreased  No Change  Unsure
7. **What are the top two issues facing your company today? (Please note that these issues do not have to be directly related to exporting.)**
  - 1.
  - 2.
8. **What additional services do you believe STEP should be providing for members?**  

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9. **Please indicate which STEP services you have utilized over the past year. (Please check all that apply.)**

<input type="checkbox"/> Access to International Financial Institutions	<input type="checkbox"/> Incoming Buyers Program
<input type="checkbox"/> Agri-Value Marketing Internship Program	<input type="checkbox"/> Incoming Trade Missions
<input type="checkbox"/> Bulletin Board Focus Group	<input type="checkbox"/> FITTskills Training
<input type="checkbox"/> Customized Market Intelligence & Research Reports	<input type="checkbox"/> Outgoing Trade Missions
<input type="checkbox"/> Educational Seminars	<input type="checkbox"/> STEP'ing Out Service
<input type="checkbox"/> Guidance & Advice on Exporting	<input type="checkbox"/> Trade Leads
<input type="checkbox"/> Guidance & Advice on International Finance	<input type="checkbox"/> Transportation & Logistics Counseling
	<input type="checkbox"/> Video Conferencing Services
	<input type="checkbox"/> Webinars & Virtual Trade Missions
10. **a) Would your company recommend a STEP membership to other exporters?**  
 Yes  No
- b) If yes, has your company recommended a STEP membership in the past year?**  
 Yes  No

## Part C

In this past year, we have seen an increase of protectionism in numerous markets around the world with the most obvious being the “Buy American” provisions. We also know protectionism can happen within Canada. Please share your views regarding the following:

1. **Has your company been directly affected by protectionist measures (i.e. lost sales).**

Yes  No

2. **If yes, please expand by identifying regions/sector where your business has been impacted:**

Country \_\_\_\_\_  Province \_\_\_\_\_  
 State \_\_\_\_\_  Sector \_\_\_\_\_

## Part D

In this section, we ask that you please provide your candid views pertaining to the strengths and weaknesses of this organization. We are also seeking your valued input regarding how you feel we can improve the service delivery brought to you in the past and what you anticipate you will need to continue to expand and grow your enterprise in international markets. (Please feel free to expand your answers by writing on the back page.)

What do you perceive to be the organization’s greatest strengths?

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What do you perceive to be the organization’s greatest weaknesses?

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### *Optional Response:*

<b>Company Name:</b>	
<b>Respondent Name:</b>	
<b>Primary Industry Sector :</b>	
<b>Please contact me to further discuss my responses to this survey:</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No

*STEP Member responses are requested prior to February 19, 2010.*

*Please be assured that all responses will be held in strict confidence.*

Questions may be directed to:

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