

Name: \_\_\_\_\_

Company: \_\_\_\_\_

**1. Did the availability of the STEP Market Re-engagement Program encourage you to enter the market?**

Yes                       No

**2. Would you have participated or visited without the financial support of the program?**

Yes                       No

**3. The business development objectives achieved as part of this initiative were:**

(please check all that apply)

- Found new customers to purchase, distribute or import our products or services
- Found new customers to represent (agents or brokers) our products or services
- Pursued new joint venture opportunities, alliances or partnerships
- Identified partners/subcontractors for an international development project
- Other (please elaborate): \_\_\_\_\_

**4. Results:**

# of sales leads acquired: \_\_\_\_\_

# of new customers/contracts: \_\_\_\_\_

Approximate dollar value of new and anticipated sales over the next 12 months (CDN \$) \_\_\_\_\_

**5. Please rank each of the following elements of the program:**

	Did not Use N/A	Not Helpful 1	2	3	4	Extremely Helpful 5
Funding for airfare or mileage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Funding for accommodations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Funding for trade show costs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Funding for translation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**6. Please comment on the value of the STEP Market Re-engagement Program to your business strategy:**

**7. Do you have any suggestions for improvements to the program?**