

**Survey Instructions:** We would greatly appreciate 15-30 minutes of your time to give us feedback on the service(s) that we've provided you in the last twelve months. The results of this survey will be used to evaluate and improve DOC/ITA's assistance. Thank you for participating in the 2018 DOC/ITA Annual Survey.

**Confidentiality:** The information you provide through this survey is confidential and for internal DOC/ITA use only. Unless authorized by you, we will keep you and your organization's identity private and will only use the information provided to report on our organization's overall performance and to improve our assistance to U.S. organizations.

**Survey Instructions:** Use the "<<" (previous) and ">>" (next) buttons at the bottom of each page to navigate through the survey. A progress bar will be shown on top of the survey. If you do not have time to complete all of the questions, you can continue the survey at a later time. Simply close the browser window and pick up where you left off by clicking on the link in the email you received. Your response will be automatically saved after each question. Once you have submitted your survey response, you will not be able to re-take the survey or edit your responses.

**To begin the survey, please click on the ">>" button below.**

**About ITA:** ITA is a federal agency within the Department of Commerce that strengthens the competitiveness of U.S. industry, promotes trade and investment, and ensures fair trade through the rigorous enforcement of our trade laws and agreements. ITA is organized into three business units:

- **The U.S. Commercial Service (CS)** leverages domestic and overseas staff located in embassies and consulates abroad to assist U.S. businesses in entering and expanding international markets, addressing barriers to accessing foreign markets, and winning foreign government procurements.
- **Industry & Analysis (I&A)** staff of industry, trade and economic analysts devise and implement international trade, investment, and export promotion strategies and programs to strengthen the global competitiveness of U.S. industries.
- **Enforcement and Compliance (E&C)** enforces U.S. antidumping duty (AD) and countervailing duty (CVD) trade laws and ensures compliance with trade agreements negotiated on behalf of U.S. industries. In addition, E&C supports the negotiation of international trade agreements. E&C also administers the Foreign Trade Zones program, and certain sector-specific agreements and programs, such as the Steel Import Monitoring and Analysis licensing program and the Enhanced Global Steel Trade Monitor.

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## Q1.2

Would you like your responses to be anonymous?

- Yes, please keep my identity and responses anonymous.
- No, my identity and responses may be shared within the U.S. Department of Commerce (DOC) and International Trade Administration (ITA)

Q2.1 Which of the following best describes your organization?

- My organization directly exports to a foreign country (sells products/services internationally)
- My organization plans to export to a foreign country in the near future
- My organization services companies with their export needs (e.g. Freight Forwarder, Customs Broker, Consulting Firm, or Trade Financing Institution)
- My organization represents companies that export (e.g. Trade Association, Law Firm, Non-Profit)
- My organization is an educational institution or an institution that attracts foreign students to study in the United States
- My organization does not directly export; it manufactures for or sells services to companies that do export
- My organization is an importer or represents companies that import goods into the United States
- My organization is a State or Local Economic Development Organization (including tourism/convention bureaus)
- Other

Display This Question:

*If Which of the following best describes your organization? = Other*

Q2.2 Please describe your organization.

Display This Question:

*If Which of the following best describes your organization? = My organization directly exports to a foreign country (sells products/services internationally)*

Q3.1 In total, how long has your organization been exporting (selling products/services internationally).

Please use whole numbers and do not use punctuation, symbols, or letters (e.g. enter "10").

- Years \_\_\_\_\_
- Months \_\_\_\_\_

Display This Question:

*If Which of the following best describes your organization? = My organization directly exports to a foreign country (sells products/services internationally)*

Q3.2 During the past 12 months, to how many different countries did your organization export (sold products/services internationally)?

Please use whole numbers and do not use punctuation, symbols, or letters (e.g. enter "10"). If none, please enter "0".

Display This Question:

*If Which of the following best describes your organization? = My organization is an educational institution or an institution that attracts foreign students to study in the United States*

Q3.3 During the past 12 months, from how many different countries did your organization attract foreign students to attend a U.S. education institution?

Please use whole numbers and do not use punctuation, symbols, or letters (e.g. enter "10"). If none, please enter "0".

Display This Question:

*If Which of the following best describes your organization? = My organization directly exports to a foreign country (sells products/services internationally)*

Q3.4 During the past 12 months, what percentage of your organization's revenue can be attributed to exporting/international sales?

Please use whole numbers and do not use punctuation, symbols, or letters (e.g. enter "10" for 10 percent). If none, please enter "0" and value cannot exceed 100.

Display This Question:

*If Which of the following best describes your organization? = My organization is an educational institution or an institution that attracts foreign students to study in the United States*

Q3.5 During the past 12 months, what percentage of your organization's revenue can be attributed to foreign students studying at your institution?

Please use whole numbers and do not use punctuation, symbols, or letters (e.g. enter "10" for 10 percent). If none, please enter "0" and value cannot exceed 100.

Display This Question:

If Which of the following best describes your organization? = My organization directly exports to a foreign country (sells products/services internationally)

Or Which of the following best describes your organization? = My organization plans to export to a foreign country in the near future

Q3.6 During the past 12 months, what percentage of your organization's operating budget was devoted to international business development (e.g. exporting mechanics, international operations, etc.)?

Please use whole numbers and do not use punctuation, symbols, or letters (e.g. enter "10" for 10 percent). If none, please enter "0" and value cannot exceed 100.

Display This Question:

If Which of the following best describes your organization? = My organization directly exports to a foreign country (sells products/services internationally)

Or Which of the following best describes your organization? = My organization plans to export to a foreign country in the near future

Q3.7 In total, how many employees in your organization are dedicated to international business development?

Please use whole numbers and do not use punctuation, symbols, or letters (e.g. enter "10" for 10 people). If none, please enter 0.

Display This Question:

If Which of the following best describes your organization? = My organization directly exports to a foreign country (sells products/services internationally)

Or Which of the following best describes your organization? = My organization plans to export to a foreign country in the near future

Q3.8 In total, how many offices does your organization have (located either domestically or internationally)?

Please use whole numbers and do not use punctuation, symbols, or letters (e.g. enter "10"). If none, please enter "0".

Q3.9 What are your organization's (or the organizations you represent/service) main barriers to exporting (selling your goods and/or services internationally)? Please click and drag all that apply in rank order into the box on the right.

Click and Drag Items Here

- Too complex (don't know much about exporting and not sure where to start)

- Difficulty in understanding foreign regulations, standards, certifications, or licenses
- Insufficient protection of intellectual property rights (patents, copyrights, trademarks)
- U.S. trade restrictions (US export control requirements)
- Unfair foreign trade practices/restrictions (foreign regulations, import duties/tariffs, content requirements and other market access barriers)
- Access to contacts overseas (finding the right buyer, partner, distributor, or prospect)
- Gathering the market intelligence to make informed business decisions
- Can't get financing to offer foreign customers
- Too costly (exchange rates; export, marketing, or shipping costs)
- None
- Other

Display This Question:

If What are your organization's main barriers to exporting (selling your goods and/or services international) = Other [ Click and Drag Items Here ]

Q3.10 Please list the other barrier.

Q4.1 Has your organization received assistance from the International Trade Administration (ITA) in the last 12 months?

- Yes
- No

Q4.2 You may know ITA by or have been assisted through one of its three business units: The U.S. Commercial Service (CS), Industry & Analysis (I&A), or Enforcement and Compliance (E&C). A brief description of these units can be found below:

- **The U.S. Commercial Service (CS)** leverages domestic and overseas staff located in embassies and consulates abroad to assist U.S. businesses in entering and expanding international markets, addressing barriers to accessing foreign markets, and winning foreign government procurements.
- **Industry & Analysis (I&A)** staff of industry, trade and economic analysts devise and implement international trade, investment, and export promotion strategies and programs to strengthen the global competitiveness of U.S. industries.
- **Enforcement and Compliance (E&C)** enforces U.S. antidumping duty (AD) and countervailing duty (CVD) trade laws and ensures compliance with trade agreements negotiated on behalf of U.S. industries. In addition, E&C supports the negotiation of international trade agreements. E&C also administers the Foreign Trade Zones program, and certain sector-specific agreements and programs, such as the Steel Import Monitoring and Analysis licensing program and the Enhanced Global Steel Trade Monitor.

Q5.1 What year did your organization start working with the DOC/ITA?

- 1980-2018

Q5.2 What kind of assistance has your organization received from DOC/ITA over the past 12 months? Please check all that apply.

### **Counseling/Information on How to Export or Comply with Regulations**

- Completing export/shipping documentation
- Information on how to comply with foreign (and domestic) regulations, standards, certifications, and licenses
- Obtaining market research on how to do business in the local country/market (i.e. information about the local country's economy/market size and characteristics, etc.)
- Acquiring export financing and insurance from DOC/ITA partners; such as working capital loans, etc.
- **Complying with data protection requirements (EU-US/Swiss-US Privacy Shields)**

### **Promoting and Expanding Your Exports**

- Identifying and /or arranging appointments with foreign partners, distributors, and buyers (business-to-business matchmaking, Gold Keys, International Partner Searches)
- Developing a strategy to begin exporting, enter new markets, and/or expand export sales
- Garnering marketing/media exposure overseas
- Obtaining market or competitive intelligence to identify target markets, business opportunities and sales potential (i.e. customized market research, ITA data tools)
- Conducting company background checks on foreign companies (e.g. International Company Profiles)

### **Overcoming Unfair Foreign Trade Practices/Regulations**

- Overcoming a problem with a foreign government (e.g. a market access barrier, unfair trade practice, regulation)
- Competing for a foreign government procurement
- Protecting Intellectual Property Rights (IPR), patents, or trademarks

### **Safeguarding Against Unfair Pricing from Foreign Imports**

- **Obtaining statistics on US steel imports and global steel reports/statistics**
- **Counseling/information on the antidumping and countervailing duties, proceedings, and applicable laws**
- **Assistance with/participation in the Foreign-Trade Zones program**

### **Other**

- Other

*Display This Question:*

*If What kind of assistance has your organization received from DOC/ITA over the past 12 months?  
Plea... = Other*

Q5.3 Please specify the other assistance you received.

Q5.4 How did your organization receive assistance from ITA over the past 12 months? Please check all that apply.

- Obtained information, reports, data from Export.gov, Trade.gov, STOPfakes.gov, or PrivacyShield.gov
- Received assistance from DOC / ITA staff located in the United States
- Received assistance from DOC / ITA staff located overseas
- Purchased a DOC / ITA service (e.g. Gold Keys) or report
- Attended a DOC / ITA webinar or local event/seminar/briefing
- Participated in a DOC / ITA trade mission
- Participated in a DOC / ITA program at a trade show
- Other

*Display This Question:*

*If How did your organization receive assistance from ITA over the past 12 months? Please check all t... = Other*

Q5.5 Please specify how your organization received assistance from ITA.

Q5.6 Please select all the reasons why your organization chose to work with ITA in the past 12 months? Check all that apply.

- Your organization does not have the knowledge, data, or expertise that ITA possesses.
- Other organizations do not have the knowledge, data, or expertise that ITA possesses.
- Other organizations do not have the global reach of ITA.
- Your organization does not have sufficient resources (budget, staff, time) to compete internationally without ITA's assistance.
- ITA provides affordable assistance that would have been too costly if provided by another organization.
- ITA provides access to foreign government officials not available elsewhere.
- ITA provides access to foreign buyers, partners and distributors not available elsewhere.
- Other

*Display This Question:*

*If Please select all the reasons why your organization chose to work with ITA in the past 12 months?... = Other*

Q5.7 Please specify the other reason(s) you chose to work with ITA.



Q6.1 Using a scale from 1 to 10 where 1 means NOT AT ALL SATISFIED and 10 means EXTREMELY SATISFIED, what is your overall satisfaction with the assistance you've received from ITA?

- 1 - NOT AT ALL SATISFIED
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 - EXTREMELY SATISFIED
- N/A

Q6.2 Using a scale from 1 to 10 where 1 means DEFINITELY WOULD NOT and 10 means DEFINITELY WOULD, how likely are you to recommend ITA to organizations that are not your direct competitors?

- 1 - DEFINITELY WOULD NOT
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 - DEFINITELY WOULD
- N/A

Q6.3 Using a scale of 1 to 10 where 1 = NOT AT ALL SATISFIED and 10 = EXTREMELY SATISFIED, please rate ITA as a whole in terms of our:

	1 - NOT AT ALL SATISFIED	2	3	4	5	6	7	8	9	10 - EXTREMELY SATISFIED	N/A
Timeliness of assistance											
Consistency of service delivery											
Industry knowledge											
Quality of information/assistance											
Value-added											
Affordability											
Subject matter knowledge											
Ability to meet your objectives											

Q7.1 As a result of ITA assistance, what was the impact on your organization during the past 12 months? Please check all that apply.

- Improved or changed your organization's overseas' marketing strategy
- Improved your organization's profile or credibility
- Streamlined or sped up a regulatory, compliance, or customs (clearance of goods) issue
- Gained access to prospective customers, business partners, foreign government officials, other people that you would have otherwise been unable to meet
- Obtained market, industry, or regulatory information that you would have otherwise been unable to come by
- Advanced, raised, or brought awareness to a foreign government on a market access issue, unfair trade practice, regulation, intellectual property issue, etc.
- Changed your sourcing strategy (import duties)
- None. ITA's assistance did not directly impact my organization.
- Other

*Display This Question:*

*If As a result of ITA assistance, what was the impact on your organization during the past 12 months... = Other*

Q7.2 Please specify the impact on your organization.

Q7.3 As a result of ITA assistance, what specific results/outcomes was your organization able to achieve during the past 12 months? Please check all that apply.

- Increased/retained export revenue/sales
- Successfully exported a product or service
- Avoided/safeguarded against fraud
- Overcame a problem with a foreign government (e.g. a market access barrier, unfair trade practice, regulation, intellectual property issue, or decided to not pursue the trade barrier issue further)
- Won a foreign government procurement
- Signed a master franchisee
- Enrolled non-U.S. students at an educational institution
- Gained or re-gained access to a foreign market(s)
- Results anticipated, but not yet achieved (or pending)
- None. ITA assistance did not help my organization achieve any results/outcomes
- Other

*Display This Question:*

*If As a result of ITA assistance, what specific results/outcomes was your organization able to achieve... = Other*

Q7.4 Please specify the other result/outcome.

*Display This Question:*

*If As a result of ITA assistance, what specific results/outcomes was your organization able to achieve... = Successfully exported a product or service*

Q7.5 Since you selected "successfully exported a product or service," please let us know if the following was achieved by your organization during the past 12 months. Please check all that apply.

- Exported for the first-time
- Exported to a new foreign (market) country
- Expanded/improved sales in an existing market (country)
- Other

*Display This Question:*

*If Since you selected "successfully exported a product or service," please let us know if the following... = Other*

Q7.6 Please specify the other achievement.

Display This Question:

If As a result of ITA assistance, what specific results/outcomes was your organization able to achieve... = Results anticipated, but not yet achieved (or pending)

Q7.7 When do you anticipate achieving a result with the assistance provided by ITA during the past 12 months?

	0-6 months	7-12 months	1-2 years	3-5 years	5+ years	Don't Know
Increase revenues in	0	0	0	0	0	0
Increase U.S jobs in	0	0	0	0	0	0

Q8.1 Using a scale of 1 to 10 where 1 means NOT AT ALL SIGNIFICANT and 10 means VERY SIGNIFICANT, how significant was ITA in achieving the results listed above for your organization during the past 12 months?

- 1 - NOT AT ALL SIGNIFICANT
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 - VERY SIGNIFICANT
- N/A

Q8.2 As a direct result of ITA assistance, what foreign country (or countries) did you achieve the results listed earlier?

List of Countries

Display This Question:

If As a direct result of ITA assistance, what foreign country (or countries) did you achieve the res... = Other

Q8.3 Please specify the country (or countries)

Q9.1 If applicable, please provide the approximate change in revenue and employment for your organization or the organization(s) that you represent (please use total estimated figures) as a result of ITA's assistance during the past 12 months.

Q9.2 Revenue created (if no additional revenue was created, please write 0).

Please use whole numbers, separated by commas (,) if needed, but do not use other punctuation, symbols, or letters (e.g. enter "1,000").

- Dollar Value: \$ \_\_\_\_\_
- Percent Increase: % \_\_\_\_\_

Q9.3 Change in employment (number of jobs) (if there was no change in employment, please enter "0" below).

Please use whole numbers, separated by commas (,) if needed, but do not use other punctuation, symbols, or letters (e.g. enter "1,000").

- Total Number of Jobs Added:  
\_\_\_\_\_
- Total Number of Jobs Safeguarded (saved from being eliminated):  
\_\_\_\_\_
- Total Number of Jobs Eliminated:  
\_\_\_\_\_
- Total Percent Change: \_\_\_\_\_

Q10.1 Please select the **top three** information or assistance your organization will need over the next 12-24 months to continue international outreach and/or increase your exports.

**Counseling/Information on How to Export or Comply with Regulations**

- Completing export/shipping documentation
- Information on how to comply with foreign (and domestic) regulations, standards, certifications, and licenses
- Obtaining market research on how to do business in the local country/market (i.e. information about the local country's economy/market size and characteristics, etc.)
- Acquiring export financing and insurance from DOC/ITA partners; such as working capital loans, etc.
- Complying with data protection requirements (EU-US/Swiss-US Privacy Shields)

**Promoting and Expanding Your Exports**

- Identifying and /or arranging appointments with foreign partners, distributors, and buyers (business-to-business matchmaking, Gold Keys, International Partner Searches)
- Developing a strategy to begin exporting, enter new markets, and/or expand export sales
- Garnering marketing/media exposure overseas

- Obtaining market or competitive intelligence to identify target markets, business opportunities and sales potential (i.e. customized market research, ITA data tools)
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### **Safeguarding Against Unfair Pricing from Foreign Imports**

- Obtaining statistics on US steel imports and global steel reports/statistics
- Counseling/information on the antidumping and countervailing duties, proceedings, and applicable laws
- Assistance with/participation in the Foreign-Trade Zones program

### **Other**

- Other

*Display This Question:*

*If Please select the top three information or assistance your organization will need over the next 1... = Other*

Q10.2 Please specify the information or assistance you anticipate needing over the next 12-24 months.

Q10.3 What type of services could be better provided via self-service online (such as Export.gov)?

Please select all activities that apply and rank them according to which would save your organization the most time.

Click and drag the items on the left into the box located on the right-hand side.

Rank all activities currently provided at post that could be provided via self-service functions online. Activities that would save your office the most time should be listed first.

- Gathering market or competitive intelligence
- Complying with (foreign and domestic) laws/regulations, standards, and classifications
- Determining taxes/tariffs for your products/services
- Identifying a legitimate, in-country service provider
- Identifying and/or arranging appointments with foreign partners, distributors, and buyers
- Completing export/shipping documentation (how-to)

- Understanding export finance/insurance (how it works, options)
- Recognizing, registering, and/or protecting intellectual property (IP audit)
- Identifying a trade barrier
- Reporting a trade barrier
- None
- Other

Q10.4 Over the next 12-24 months, please list the top 5 foreign countries for which you anticipate needing ITA assistance (in rank order, with 1 being the most important country in your international strategy).

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

Q10.5 What did you like best about your experience working with ITA?

Q10.6 How could we better serve you in the future?

Q10.7 Would you give us permission to use your testimonial publicly? If you select Yes, we will be in touch with you prior to any public use of your testimonial.

- Yes
- No

Q10.8 Would you be willing to participate in a focus group on ITA products and services?

Your feedback/participation will greatly aid ITA in determining what our customers need, what ITA does well, and what products or services will best meet the future needs and challenges of U.S. businesses.

- Yes
- No

Q10.9

Please click on the ">>" button to complete and submit this survey.