

**U.S. Department of Commerce / Commercial Service (CS)
 Annual Customer Survey**

Being easy to work with										
Ability to meet your objectives										
Consistency of service delivery										
Industry knowledge										
Country knowledge										
Quality of information/assistance										
Value-added										
Affordability										
Subject matter knowledge										

4) Using a scale from 1 to 10 where 1 means DEFINITELY WOULD NOT and 10 means DEFINITELY WOULD, how likely are you to recommend the CS to organizations that are not your direct competitors?

IMPACT

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

- Increased/retained revenue/sales
- Exported for the first-time
- Exported to a new foreign market
- Overcame a market access barrier, unfair trade practice or intellectual property issue
- Won a foreign government procurement
- Signed a master franchisee
- Enrolled non-U.S. students at an educational institution
- Results anticipated, but not yet achieved (or pending)
- CS assistance did not help my organization achieve any results/outcomes
- Other - Please specify: _____

6) [Ask only if a box for Q5 (except last two) is selected] Using a scale of 1 to 10 where 1 means “Not At All Significant” and 10 means “Very Significant,” how significant was CS in achieving the results listed above for your organization during the past 12 months?

7) [Ask only if a box for Q5 is selected] In what foreign country (or countries) did you achieve the results listed above? (Select multiple countries by holding the "Ctrl" button down on your keyboard):

- List of countries (see attachment)

**U.S. Department of Commerce / Commercial Service (CS)
 Annual Customer Survey**

- Other - Please specify: _____

8) [Ask only if a box for Q5 (except last two options) is selected] If applicable, please provide the approximate change in revenue and employment for your organization as a result of CS's assistance during the past 12 months:

- Revenue created (if no additional revenue was created, please write 0)
 - o Dollar Value: _____ Percent Increase: _____
- Change in employment (number of jobs) (if there was not change in employment, please enter "0" below)
 - o Jobs Added (#): _____; Jobs Safeguarded (#): _____; Jobs Eliminated (#): _____ Percent Change (%): _____

(Note: If your organization is an **education institution**, please provide the dollar value based on one year of tuition and room/board multiplied by the number of foreign students enrolled. If your organization is in the **travel and tourism industry**, please provide the dollar value based on the equivalent cost of the advertising/publicity you secured with CS assistance)

9) What results do you anticipate achieving within the next three years with the assistance provided by CS during the past 12 months?

	0%	1-5%	6-10%	11-15%	16-20%	21-25%	>25%
Increased revenues by							
Increased U.S. jobs by							

FUTURE NEEDS

10) Do you anticipate using CS information or assistance over the next 12-24 months to continue international outreach and/or increase your exports? If so, Please check all that apply:

- Completing export/shipping documentation
- Complying with foreign (and domestic) regulations, standards, certifications, and licenses
- Gathering market or competitive intelligence
- Developing a strategy to begin exporting, enter new markets, and/or expand export sales
- Obtaining marketing/media exposure overseas
- Identifying and /or arranging appointments with foreign partners, distributors and buyers
- Overcoming a market access barrier/unfair trade practice/intellectual property issue
- Competing for a foreign government procurement
- Obtaining export financing and insurance; such as working capital loans, foreign buyers, etc.

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

- Obtaining export funding and grant opportunities for sales trips overseas, foreign trade missions, etc.
- Other - Please Specify: _____
- Not applicable

11) What foreign country (or countries) are you interested in entering for the first time or expanding exports and international outreach to over the next 12-24 months? (Select multiple countries by holding the "Ctrl" button down on your keyboard):

- List of countries (see attachment)
- Other - Please Specify: _____
- Not applicable

COMMENTS/SUGGESTIONS

12) What did you like best about your experience working with us? (optional)

- Open text box

13) How could we better serve you in the future? (optional)

- Open text box

14) Other feedback you'd like to share? (optional)

- Open text box

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

Survey Questions

1. Based on I&A's assistance provided to you, please rate your level of satisfaction with our subject matter knowledge_____ (Scale of 1-Poor to 10-Excellent)
2. Based on I&A's assistance provided to you, please rate your level of satisfaction with our timeliness _____ (Scale of 1-Poor to 10-Excellent)
3. Based on I&A's assistance provided to you, please rate your level of overall satisfaction _____ (Scale of 1-Extremely dissatisfied to 10-Extremely satisfied)
4. Based on I&A's assistance provided to you, how likely would you be to recommend us to others, assuming they are not your direct competitors? _____(Scale of 1-Definitely would not to 10-Definitely would)
5. Based on I&A's assistance provided to you, how well did we meet your objectives? _____(Scale of 1-Objectives not met to 10-Objectives completely met)
6. Based on I&A's assistance, please identify the degree to which our data meets the needs of your specific industry or organization (1 -Completely unmet to 10 - Completely met)
7. What kind of assistance has your organization received from I&A over the past twelve months? Please check all that apply (randomize the options/order):
 - Completing export/shipping documentation
 - Complying with foreign (and domestic) regulations, standards, certifications, and licenses
 - Gathering market or competitive intelligence
 - Developing a strategy to begin exporting, enter new markets, and/or expand export sales
 - Obtaining marketing/media exposure overseas
 - Identifying and /or arranging appointments with foreign partners, distributors, and buyers
 - Overcoming a market access barrier/unfair trade practice/intellectual property issue
 - Competing for a foreign government procurement
 - Obtaining export financing and insurance from DOC/CS partners; such as working capital loans, etc.
 - Obtaining export funding and grant opportunities for sales trips/trade missions from DOC/CS partner
 - Other - Please specify:_____
8. How did your organization receive assistance from I&A over the past 12 months? Please check all that apply:
 - Obtained information from Export.gov
 - Received assistance from DOC / CS staff located in the United States
 - Received assistance from DOC / CS staff located internationally
 - Purchased a DOC / CS service or report
 - Attended a DOC / CS webinar or local event/seminar
 - Participated in a DOC / CS trade mission

**U.S. Department of Commerce / Commercial Service (CS)
 Annual Customer Survey**

- Participated in a DOC / CS program at a trade show
- Other - Please specify: _____

9. Did I&A contribute to your organization achieving any of the following results during the past 12 months? Please check all that apply:

- Increased/retained revenue/sales
- Exported for the first-time
- Exported to a new foreign market
- Overcame a market access barrier, unfair trade practice or intellectual property issue
- Won a foreign government procurement
- Signed a master franchisee
- Enrolled non-U.S. students at an educational institution
- Results anticipated, but not yet achieved (or pending)
- CS assistance did not help my organization achieve any results/outcomes
- Other - Please specify: _____

10. [Ask only if a box for Q9 (except the last three options) is selected]

Due to your successful result, please provide the approximate change in revenue and employment for your organization as a result of I&A's assistance during the past 12 months (if applicable):

- Revenue created (if no additional revenue was created, please write 0)
 - o Dollar Value: _____ Percent Increase: _____
- Change in employment (number of jobs) (if there was not change in employment, please enter "0" below)
 - o Jobs Added (#): _____; Jobs Safeguarded (#): _____; Jobs Eliminated (#): _____ Percent Change (%): _____

11. What results do you anticipate achieving within the next three years with the assistance provided by I&A during the past 12 months?

	0%	1-5%	6-10%	11-15%	16-20%	21-25%	>25%
Increased revenues by							
Increased U.S. jobs by							

12. Do you anticipate using I&A information or assistance over the next 12-24 months to continue international outreach and/or increase your exports? If so, Please check all that apply:

- Completing export/shipping documentation
- Complying with foreign (and domestic) regulations, standards, certifications, and licenses
- Gathering market or competitive intelligence
- Developing a strategy to begin exporting, enter new markets, and/or expand export sales

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

- Obtaining marketing/media exposure overseas
- Identifying and /or arranging appointments with foreign partners, distributors and buyers
- Overcoming a market access barrier/unfair trade practice/intellectual property issue
- Competing for a foreign government procurement
- Obtaining export financing and insurance; such as working capital loans, foreign buyers, etc.
- Obtaining export funding and grant opportunities for sales trips overseas, foreign trade missions, etc.
- Other - Please Specify: _____
- Not applicable

13. Based on I&A's assistance to you, please evaluate the comprehensiveness of our suite of products (e.g. market research, data, etc.) and identify any gaps. (Open text box)

14. Does the information we provided compliment or duplicate information already generated by your industry? (Yes - Please explain below; No)

15. Comments / Suggestions

Thank you very much for the time you took from your busy schedule to provide us with your feedback. Unless authorized by you, we will keep your individual / 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 such as yours.

This information collection contains requirements subject to the Paperwork Reduction Act (PRA). Notwithstanding any other provisions of the law, no person is required to respond to, nor shall any person be subject to penalty for failure to comply with, a collection of information subject to the requirements of the PRA, unless that collection of information displays a currently valid OMB Control Number. The estimated response time for this collection is 5 mins. The response time includes the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this estimate or any other aspects of this collection of information, including suggestions for reducing the length of this questionnaire, to the International Trade Administration, Attn: Reports Clearance Officer, via email at jacqueline.harris@trade.gov or telephone (202) 482-4011.

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

Survey questions

1. Based on E&C's assistance provided to you, please rate your level of satisfaction with our subject matter knowledge_____ (Scale of 1-Poor to 10-Excellent)
2. Based on E&C's assistance provided to you, please rate your level of satisfaction with our timeliness _____ (Scale of 1-Poor to 10-Excellent)
3. Based on E&C's assistance provided to you, please rate your level of overall satisfaction _____ (Scale of 1-Extremely dissatisfied to 10-Extremely satisfied)
4. Based on E&C's assistance provided to you, how likely would you be to recommend us to others, assuming they are not your direct competitors? _____(Scale of 1-Definitely would not to 10-Definitely would)
5. Based on E&C's assistance provided to you, how well did we meet your objectives? _____(Scale of 1-Objectives not met to 10-Objectives completely met)
6. What are some other Enforcement and Compliance Services you might be interested in?
 - a. Petition Counseling
 - b. Foreign Government Trade Barriers
 - c. Foreign Trade Remedy Cases
 - d. Foreign Trade Zones
 - e. U.S. Steel Licensing Program"
7. Comments / Suggestions

Thank you very much for the time you took from your busy schedule to provide us with your feedback. Unless authorized by you, we will keep your individual / 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 such as yours.

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**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

Export assistance usage, needs and preferences

- Across the entire export process – from developing an international business strategy to identifying target markets to completing export transactions - what assistance is most useful or important to your export business? (Use flip chart) If needed, mention some of the following to prompt responses:
 - Acquiring market/competitive intelligence
 - Developing a strategy/plan to begin exporting and/or expand export sales
 - Modifying your company's products/services for foreign markets
 - Globalizing your website/marketing materials
 - Obtaining marketing/media exposure
 - Identifying and/or connecting with foreign partners/buyers/decision-makers
 - Arranging shipping/logistics
 - Completing export documentation
 - Complying with regulations and standards
 - Obtaining financing/insurance
 - Competing for a foreign government procurement
 - Overcoming a market access barrier/unfair trade practices/IPR issue
- How do you get this information/assistance now?
 - Do you have a preferred service provider or source?
 - How do you prefer to receive this assistance/information?
 - Did DOC/CS provide any of this assistance/information to your company? If so, probe for details by asking them to provide examples. (Flip chart or whiteboard)
- Why do you need this assistance/information? How do you use it?
- What assistance is most difficult to obtain?
- What assistance do you think we (the DOC/CS) need to improve on / provide more of?

Market Intelligence (MI) usage, needs and preferences

What market intelligence/research does your company currently use in its export business?

- Market intelligence definition: research and information on foreign markets to make informed decisions about your export business
- Market size
- Market challenges
- Market opportunities/best prospects
- Market structure
 - Regulations/standards
 - Competitors
 - Distribution channels/partners/customers/opportunities

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

- Why do you need this MI information? How do you use it?
- How do you get this MI information now?
 - Do you have a preferred service provider or source?
 - How do you prefer to receive this information?
 - Does the DOC/CS provide any of the MI you mentioned previously? (Flip chart or white board) If so, please give us an example:
 - Country Commercial Guides
 - Top Market Reports
 - Info provided by domestic staff
 - Information provided by our Embassy personnel
 - Customized Market Research (for a fee)
- What MI info is most useful or important to your export business?
- What MI info is most difficult to obtain? What is your greatest MI challenge?
- What MI information do you think we need to improve on / provide more of?

Moderator Wrap-up

- Is there anything else you would like to mention to help us improve the information and assistance we (DOC/CS) provide to companies in your industry/sector?
- Is there anything you learned about today that surprised you?
- Thank you for your time and candor. We greatly appreciate it. This helps us to better understand on how we can improve our information and assistance for companies like yours.

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

COMMENT CARD QUESTIONS

Fee-based Services

- Based on your experience with our [LOCATION – CITY, STATE or CITY, COUNTRY or HQ OFFICE NAME] office, how likely is it that you would recommend the U.S. Department of Commerce, U.S. Commercial Service?
 - Definitely Would Not 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - Definitely Would 10
- Please indicate how well the U.S. Department of Commerce, U.S. Commercial Service met your objectives
 - [mutually agreed upon objective is pushed to card]
 - Objectives Not Met 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - Objectives Completely Met 10
- How satisfied are you with the timeliness of our assistance provided?
 - Very Dissatisfied 1. - 2. - 3. - 4. - 5. - 6. - 7. - 8. - 9. - Very Satisfied 10
- Comments/Suggestions:

Events

- Based on your experience at [EVENT NAME], how likely is it that you would recommend the U.S. Department of Commerce, U.S. Commercial Service?
 - Definitely Would Not 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - Definitely Would 10
- Please indicate how well the U.S. Department of Commerce, U.S. Commercial Service met your objectives
 - [objective defined in event record is pushed to card]
 - Objectives Not Met 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - Objectives Completely Met 10
- Comments/Suggestions:

Counseling/Non-fee based Services

- Based on your experience with our [LOCATION – CITY, STATE or CITY, COUNTRY or HQ OFFICE NAME] office, how likely is it that you would recommend the U.S. Department of Commerce, U.S. Commercial Service?
 - Definitely Would Not 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - Definitely Would 10
- What type of information or assistance did you seek in your most recent interaction with [LOCATION – CITY, STATE or CITY, COUNTRY or HQ OFFICE NAME] office? (check all that apply)
 - Completing export/shipping documentation
 - Complying with foreign (and domestic) regulations, standards, certifications, and licenses
 - Gathering market or competitive intelligence

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

- Developing a strategy to begin exporting, enter new markets, and/or expand export sales
- Obtaining marketing/media exposure overseas
- Identifying and /or arranging appointments with foreign partners, distributors and buyers
- Overcoming a market access barrier/unfair trade practice/intellectual property issue
- Competing for a foreign government procurement
- Other: Please specify
- Please indicate how well the U.S. Department of Commerce, U.S. Commercial Service met the objectives you selected above
 - Objectives Not Met 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - Objectives Completely Met 10
- Comments/Suggestions:

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

Comment Cards for EVENTS may additionally contain any or none of the following questions:

How did you first hear about [EVENT NAME]?

- Direct Mail
- Email
- Magazine/Newspaper
- Newsletter
- Phone call
- Social Media (Twitter, LinkedIn)
- Website
- Trade Specialist (U.S. Commercial Service - U.S. Export Assistance Center)
- Commercial Officer with the Commercial Section of American Embassy/Consulate
- Commercial Specialist with the Commercial Section of American Embassy/Consulate
- Other
- Please specify

1'Referral (business or personal connection' | 2'Referral (government agency)' | 3'Local event, workshop, or seminar' | 4'DOC - CS direct outreach' | 5'Used DOC / CS services/assistance in the past' | 6'Trade/Industry journal' | 7'Export.gov website' | 8'Social media' | 9'Other - Please Specify:_____'

After participating in [EVENT NAME], do you plan to use the U.S. Commercial Service (U.S. Export Assistance Center, American Embassy/Consulate) to help you identify or develop new international business?

- Yes
- No
- Undecided

Future events like [EVENT NAME] should build around a common:

- Geographic Region
- Industry Sector
- Other (Please specify)

How satisfied are you with the following aspects of the event?

Very Dissatisfied 1. - 2. - 3. - 4. - 5. - 6. - 7. - 8. - 9. - Very Satisfied 10

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

- Level of difficulty (for training)
- Usefulness/Relevance of information provided
- Structure/format of event
- Ease of registration & on-site logistics
- Value-added
- Affordability
- Expertise of presenters
- Responsiveness of staff

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

Comment Cards for non fee based services may additionally contain any or none of the following questions:

To what extent do you agree that the export assistance you receive from the U.S. Commercial Service provides you with a competitive advantage?

Strongly Disagree 1. - 2. - 3. - 4. - 5. - 6. - 7. - 8. - 9 Strongly Agree 10

In the past 12 months, what has your main contact been within the Commercial Service for export assistance or answers to your export-related questions?

- Domestically-based staff
- Internationally-based staff
- Trade Information Center 1-800-USA-TRAD(E)
- www.export.gov website
- Don't know
- Other, please specify

Not at All 1. - 2. - 3. - 4. - 5. - 6. - 7. - 8. - 9 Very Well 10

How well did [OFFICE] understand your needs and objectives?

How professional was [OFFICE] in your interactions?

How closely did [OFFICE] follow your timeline?

How knowledgeable was [OFFICE]?

How clear was the information you were provided?

U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey

PART 1: COMPANY BACKGROUND

1. Zip Code of Firm : _____
2. Industry of Firm: _____
3. Total Number of Employees (at all branches/locations)
 - a) 0 to 19 employees
 - b) 20 to 99 employees
 - c) 100 to 249 employees
 - d) 250 to 499 employees
 - e) 500 or more employees
4. Total Revenue (sales/receipts for all branches/locations of the firm)
 - a) Less than \$100,000
 - b) Between \$100,000 to \$249,999
 - c) Between \$250,000 to \$499,999
 - d) Between \$500,000 to \$999,999
 - e) Between \$1,000,000-\$9,999,999
 - f) Between \$10,000,000 to \$49,999,999
 - g) More than \$50,000,000
5. Is your company (check all that apply):
 - a. Woman-owned
 - b. Veteran-owned
 - c. Minority-owned
 - d. Disabled-owned
 - e. None of the above / Don't know
6. What is the current export status of your firm?
 - a. Currently exporting/ have exported in the past 12 months
 - i. If selected, then respondent is asked questions in **Part 2A** below
 - b. Not currently exporting/have not exported in the past 12 months
 - i. If selected, then respondent is asked question in **Part 2B** below

PART 2A: CURRENTLY EXPORTING:

(Note that export assistance refers to market research/intelligence, identification and matchmaking with foreign buyers/partners, background checks on foreign companies, promotions at trade shows and other events, etc.)

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

7. How long has your firm been exporting?

- a) Less than 2 years
- b) 2 to 5 years
- c) 6 to 9 years
- d) 10+ years

8. Has your firm ever received any export assistance from any of the following entities?
(Please check all that apply)

- a) U.S. federal government agencies
- b) State/City government agencies
- c) Private sector entities
- d) Family or friends
- e) No assistance was received
- f) Other; please specify:

9. Has your company ever paid a fee for any export assistance services?

- a) Yes
- b) No
 - a. If selected, Skip to Question #11

10. Has your company ever paid a fee for export assistance services provided by the U.S. Department of Commerce/Commercial Service?

- a) Yes
- b) No

11. What is the total annual budget your company can dedicate to expanding your exports/international sales over the next 12 months?

- a. Less than \$1,000
- b. Between \$1,000 and \$4,999
- c. Between \$5,000 and \$9,999
- d. Over \$10,000

12. How many countries has your company exported to in the past 12 months?

- a) 1 country
- b) 2 to 5 countries
- c) 6 to 9 countries
- d) 10+ countries

U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey

13. What percentage of your company's overall revenue over the past 12 months would you estimate is from exports/international sales?

- a) 1 to 5% of revenue
- b) 6 to 10% of revenue
- c) 11 to 19% of revenue
- d) Over 20% of revenue

PART 2B: NOT CURRENTLY EXPORTING

(Note that export assistance refers to market research/intelligence, identification and matchmaking with foreign buyers/partners, background checks on foreign companies, promotions at trade shows and other events, etc.)

14. Reasons for not exporting presently? (Check all that apply)

- a) You have enough business domestically _____
- b) You don't think you can compete in a foreign market _____
- c) You believe it may be too expensive to export _____
- d) You believe it may be too complicated to export _____
- e) You don't have a network of contacts to help you with exporting _____
- f) You don't know how to find buyers/business opportunities overseas _____
- g) You think you'd face barriers imposed by foreign governments _____
- h) Other? Please specify: _____

15. If you are not currently exporting do you intend to export in the following timeframes?

- a) In 1 to 2 years
- b) In 3 to 4 years
- c) Don't know when, but wish to export at some point in the future
- d) Do not intend to export (*If you do not intend to export skip to **Part 3***)

16. Would you ever pay a fee for services to assist you in exporting?

- a) Yes
- b) If you selected "Yes," **What is the total annual budget your company can dedicate to expanding your exports/international sales over the next 12 months?**
 - i. Less than \$1,000
 - ii. Between \$1,000 and \$4,999
 - iii. Between \$5,000 and \$9,999
 - iv. Over \$10,000

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

- c) No
i. If you selected “No,” please indicate why not:_____ (Then
Skip to Part 3)

17. Would you pay for export assistance services provided by the U.S. Government (i.e. U.S. Department of Commerce/Commercial Service)?

- a) Yes
b) No
i. If you selected “No,” please indicate why you would not be willing to pay for services provided by the U.S. Government:_____

18. Would you be inclined to pay more for export assistance services provided by the private sector?

- a) Yes
b) No

PART 3: FEES FOR EXPORT ASSISTANCE SERVICES

(Note that export assistance refers to market research/intelligence, identification and matchmaking with foreign buyers/partners, background checks on foreign companies, promotions at trade shows and other events, etc.)

Service # 1: EXPORT/MARKET INTELLIGENCE TRAINING WEBINARS: Provides U.S. firms with export knowledge and/or market intelligence from experts located around the globe via a one hour online webinar.

19. What is a fair and reasonable price to pay for Service # 1 above?_____

Service #2: INTERNATIONAL EXPANSION BLUEPRINT: Provides an international expansion plan designed to optimize your company’s overall export operations and marketing/sales processes. It is based on Six Sigma, Agile and Project Management Institute best-practices, and yields an action plan specifically designed for your company. It includes the following:

- Initial one-on-one counseling session (up to 2 hours)
- Analysis of your firm’s international business strengths/weaknesses (marketing/sales, website globalization/e-commerce; regulatory compliance, etc.)
- Recommended goals and objectives to leverage strengths and address weaknesses
- Report/action plan with next steps

U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey

- Presentation of the report/action plan

20. What is a fair and reasonable price to pay for Service # 2 above? _____

Service #3: WEBSITE GLOBALIZATION: Provides services to enhance the strength of a client's website for the purpose of attracting foreign partners/business, and includes:

- Designs: Expert assessment of strengths & weaknesses and recommendations for enhancement
- Search Engine Optimization: Technical & marketing advice for optimization
- Functionality: Assessment & recommendations for enhancing navigation, features, language, payment portals and other considerations

21. What is a fair and reasonable price to pay for Service # 3 above? _____

Service #4: TARGET MARKET ANALYSIS: Provides U.S. firms with an assessment of the most promising target markets overseas for their product/service; including:

- Secondary research/data (macroeconomic/commercial & trade/risk data);
- Primary research/data specific to the client's products/services; and
- Analysis and identification of the most desirable and high potential markets

22. What is a fair and reasonable price to pay for Service # 4 above? _____

Service #5: MARKET POTENTIAL ASSESSMENT ("Initial Market Check"): Provides U.S. firms with a report containing information needed to evaluate the potential of their product or service offering in a target market; including:

- A preliminary snapshot of the market potential of the product/service
- Feedback from local contacts on their level of interest in the product/service
- Analysis and recommendations for next steps

23. What is a fair and reasonable price to pay for Service # 5 above? _____

Service #6: FEATURED COMPANY WEBSITE SPOTLIGHT (Featured U.S. Exporters/Business Service Providers): Provides U.S. exporters/business service providers with an opportunity to enhance their search engine optimization via .gov link-backs to your company's website. The service entails listing/marketing your goods/services overseas/domestically on a trusted U.S. government website with a brief description and contact information.

U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey

24. What is a fair and reasonable price to pay for Service # 6 above? _____

Service #7: CONTACT LIST: Provides U.S. firms with a list of agents, distributors and partners in a foreign market, including: company name, address, web site, name and title of key contact person(s), phone number, e-mail address and language preferences. The information included in the contact list will have been reviewed and verified for accuracy.

25. What is a fair and reasonable price to pay for Service # 7 above? _____

Service #8: PARTNER IDENTIFICATION SERVICE (“International Partner Search”): Provides U.S. companies with a list of foreign partners/distributors that have expressed an interest in the client’s goods/services; including:

- Identification and outreach to potential matching firms
- Sending client’s information to identified matching firms
- Preparing a profile of interested firms
- Providing a report with the profile and contact information for interested firms

26. What is a fair and reasonable price to pay for Service #8 above? _____

Service #9: VIRTUAL PRODUCT PITCH: Provides U.S. companies with an opportunity to virtually present their products/services live to buyers, agents and other distribution channels vetted by our staff; including:

- Identification and outreach to potential matching firms
- Sending client’s information to identified matching firms
- Preparing a profile of interested firms
- Arranging for you to present to the interested firms via PowerPoint/conference call
- Providing contact information for the decision makers of each overseas company in attendance

27. What is a fair and reasonable price to pay for Service # 9 above? _____

Service #10: PARTNER MATCHMAKING AND APPOINTMENT SERVICE (“Gold Key Service”): This service helps clients find, vet and arrange appointments with at least 3 partners in a foreign market and includes, for instance:

- Identification and outreach to potential matching firms
- Sending client’s information to identified matching firms

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

- Preparing a profile of interested firms
- Providing insights & information about the market/sector and interested firms
- Arranging business meetings in-country with interested firms; including location, schedule, transportation and other logistics

28. What is a fair and reasonable price to pay for Service # 10 above?_____

Service #11: PARTNER MATCHMAKING VIA SOCIAL MEDIA: Provides U.S. companies with access to our network of business contacts overseas via social media. Choose a country, choose a sector and join a social media chat group populated by foreign distributors and partners looking to sell products like yours. If they are interested, distributors can contact you directly to move forward.

29. What is a fair and reasonable price to pay to join each chat group (by region or sector) for Service # 11 above?_____

Service #12: TRADE SHOW SUPPORT (“Catalog Show”): Supports client trade show positioning, representation, marketing, and promotion needs, and includes:

- Conducting pre-trade show promotions via Internet/ social media/email campaign
- Representing the client at the trade show
- Displaying the client’s promotional materials at the trade show
- Conducting outreach to foreign buyers/distributors in attendance at the trade show to promote the client’s products/services
- Providing contact information for each overseas company that expressed interest in the client’s products/ services at the trade show

30. What is a fair and reasonable price to pay for Service # 12 above?_____

Service #13: HIGH LEVEL OFFICIAL-LED TRADE MISSION: This service entails participating on a trade mission led by a senior U.S. Government official to introduce and position U.S. firms in a target market; it includes:

- U.S. government agency Executive-led & organized business mission
- Introduces U.S. firms to the market segment
- Introduces U.S. firms to resources/ initiatives of US Embassy
- Arranges in-country customized one-on-one meetings and networking events with government leaders, potential partners, distributors, and others

31. What is a fair and reasonable price to pay for Service # 13 above?_____

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

Service #14: OVERSEAS SPECIAL EVENT HOSTING (“Single Company Promotion”):

Provides a U.S. firm with a promotional event (such as a technical seminar, press conference, luncheon, dinner, cocktail reception, etc.) to help increase awareness of their existing or new products/services in a specific market; including:

- Organizing the event logistics/venue;
- Conducting a targeted direct mail or e-mail campaigns;
- Managing the promotional campaign and event-related logistics
- Providing logistical and promotional support on-site during the event
- Providing a post-event de-briefing to discuss next steps

32. What is a fair and reasonable price to pay for Service # 14 above?_____

Service # 15: LIMITED FOREIGN COMPANY BACKGROUND CHECKS: Provides U.S. firms with a limited background report on a specific foreign company; including:

- Publically available information on company size, sales data, business activities, references, corporate structure, and shareholders/directors
- Information sources consulted in preparing the report
- Brief analysis of information collected

34. What is a fair and reasonable price to pay for Service # 15 above?_____

Service # 16: COMPREHENSIVE FOREIGN COMPANY BACKGROUND CHECKS (“International Company Profile”): Provides U.S. firms with a comprehensive background report on a specific foreign company, including:

- Information on company size, sales data, business activities, corporate structure, shareholders and directors, references, financial data creditworthiness and market outlook
- Site visit and interviews with principals
- Information sources consulted in preparing the report
- Analysis of information collected

35. What is a fair and reasonable price to pay for Service # 16 above?_____

Service # 17: Product Authentication Service: Provides your foreign distributors/partners with a “USG Authentication Seal” to be placed online next to each of the product descriptions for your products that they officially distribute. Each logo will link back to a .gov website confirming that your distributor/partner is part of your official and approved logistics channel.

U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey

36. What is a fair and reasonable price to pay for Service # 17 above? _____

Service # 18: HOURLY BASED ON-DEMAND CLIENT ASSISTANCE: Provides U.S. firms with customized export assistance, promotional events, market research/intelligence and/or additional support from experts on-the-ground around the globe based on the level of effort required.

What is a fair and reasonable HOURLY RATE to pay for Service # 18 above?

37. Are there any other export assistance services that your firm would be willing to pay for that are not listed in this survey? _____

a) If so, how much would you pay to receive such services? _____

Thank you for taking the time to complete this survey; it is greatly appreciated.

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

The U.S. Department of Commerce (DOC) / SelectUSA (SUSA) 2016 Annual Survey

Survey Instructions: We would greatly appreciate it if you would please complete this survey which should take up 10-15 minutes. The results of this survey will be used to evaluate and improve DOC/SUSA's assistance to ensure optimal use of tax-payer funding. Thank you for participating in the 2016 DOC/SUSA Annual Survey.

Confidentiality: This information is confidential and for internal 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 organizations such as yours.

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

Q1 Would you like your responses to be shared within DOC/SUSA?

- Yes, my identity and responses may be shared within the U.S. Department of Commerce, SelectUSA (1)
- No, my identity and responses may not be shared within the U.S. Department of Commerce, SelectUSA (2)

Q2 Please select your organization type.

- U.S. locality / economic development organization (1)
- Investor (current or potential) in the United States (2)
- Service provider for investors/U.S. localities/economic development organizations (3)
- Other (4)

Answer If Please select your organization type Other Is Selected

Q2a Please list your organization type.

Q3 What kind of assistance has your organization received from DOC/SUSA over the past twelve months? Please check all that apply.

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

- Investment Mechanics: Complying with federal regulations and standards; understanding basic U.S. tax & legal concepts (1)
- Training on concepts relating to investment in the U.S. (2)
- Market Intelligence: acquiring market research reports or competitive intelligence (3)
- Strategy & Planning: Developing a strategy to invest or to facilitate investment in the U.S. (4)
- Obtaining marketing/media exposure overseas (5)
- Matchmaking/Contacts: Identifying and/or arranging appointments with foreign partners, distributors, buyers, investors, U.S. EDOs, or investment partners (6)
- Trade and Investment Barriers & Intellectual Property Rights: Overcoming a market access barrier/unfair trade practice/intellectual property issue (7)
- Logistics and Administrative Services: arranging transportation, interpretation, other on-site support, etc. (8)
- Other (9)

Answer If What kind of assistance has your organization received from DOC/SUSA over the past twelve months? Please check all that apply. Other Is Selected

Q3a Please specify the other assistance you received.

Q4 How did your organization receive assistance from DOC/SUSA over the past 12 months? Please check all that apply.

- Obtained information from SelectUSA.gov (1)
- Received assistance from DOC / SUSA staff located in the United States (2)
- Received assistance from DOC / SUSA staff located internationally (3)
- Received a DOC / SUSA service or report (4)
- Attended a DOC / SUSA webinar or local event/seminar (5)
- Participated in a DOC / SUSA road show (6)
- Participated in a DOC / SUSA program at a trade show (7)
- Participated in a DOC / SUSA Summit (8)
- Other (9)

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

Q4a Please specify how your organization received assistance from DOC/SUSA.

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

Q5_INV Have you invested in or made an investment deal in the United States in the past 12 months?

- Yes (1)
- No (2)

Q6_INV Has your organization invested in or made an investment deal in the United States before working with DOC/SUSA?

- Yes (1)
- No (2)

Q7_INV Does your organization invest in other countries/markets besides the United States?

- Yes (1)
- No (2)

Answer If Does your organization export to multiple countries/markets? Yes Is Selected

Q7a_INV During the past 12 months, please list the top three countries where you have an international presence.

- Country 1 (2)
- Country 2 (3)
- Country 3 (4)

Q5_EDO Has your organization facilitated an investment deal in the United States in the past 12 months as a result of DOC/SUSA assistance?

- Yes (1)
- No (2)

Q6_EDO During the past 12 months, please select the top three industries your organization has targeted for investment attraction efforts. Click and drag your selections into the box on the right in rank order.

Click and Drag Items Here

- Agriculture, Forestry, and Fishing (1)
- Mining (Including Oil and Gas Extraction) (2)
- Utilities (3)

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

- Food and Beverage Manufacturing (4)
- Textile, Apparel, and Leather Manufacturing (5)
- Chemical Manufacturing (6)
- Primary and Fabricated Metal Manufacturing (7)
- Machinery Manufacturing (8)
- Computer and Electronic Product Manufacturing (9)
- Electrical Equipment, Appliance, and Components Manufacturing (10)
- Transportation Equipment Manufacturing (11)
- Other Manufacturing (12)
- Wholesale Trade (13)
- Retail Trade (14)
- Transportation and Warehousing (15)
- Information (Media, Software Publishing, & Telecommunications) (16)
- Finance and Insurance (17)
- Real Estate and Rental and Leasing (18)
- Professional, Scientific, & Technical Services (19)
- Health Care and Social Assistance Services (20)
- Technology Sector (21)
- Other Industries (22)

Answer If During the past 12 months, please list the top three industries your organization has targeted for investment attraction efforts. Other Industries Is Selected

Q6a_EDO Please specify the other industry.

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

Q7_EDO Does your organization invest in other countries/markets besides the United States?

- Yes (1)
- No (2)

Answer If Does your organization export to multiple countries/markets? Yes Is Selected

Q7a_EDO During the past 12 months, please list the top three countries where you have an international presence.

- Country 1 (2)
- Country 2 (3)
- Country 3 (4)

Q8 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 DOC/SUSA?

- 1 - NOT AT ALL SATISFIED (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)
- 9 (9)
- 10 - EXTREMELY SATISFIED (10)
- N/A (11)

Q9 Using a scale from 1 to 10 where 1 means DEFINITELY WOULD NOT and 10 means DEFINITELY WOULD, how likely are you to recommend DOC/SUSA to organizations that are not your direct competitors?

- 1 - DEFINITELY WOULD NOT (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

Q11 As a result of DOC/SUSA assistance, what specific results/outcomes was your organization able to achieve during the past 12 months? Please check all that apply.

- Increased/retained investment in the U.S. (1)
- Brought operations back to the U.S. (reshoring) (2)
- Completed an investment milestone (such as deciding to invest in the U.S. versus another country, finding a critical strategic partner, identifying areas for site visits, etc.) (3)
- Implemented or enhanced an investment strategy (4)
- Gained value-added connection(s) or contact(s) (5)
- Achieved resolution of issue relating to compliance with a federal regulation, standard, or process (6)
- Overcame a market access barrier, unfair trade practice or intellectual property issue (7)
- Results anticipated, but not yet achieved (8)
- DOC/SUSA assistance did not help my organization achieve any results/outcomes (9)
- Other (10)

Answer If As a result of DOC / SUSA assistance, what specific results/outcomes was your organization able to achieve during the past 12 months? Please check all that apply. Other Is Selected

Q12a Please specify:

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

Answer If As a result of DOC/SUSA assistance, what specific results/outcomes was your organization able to... DOC/SUSA assistance did not help my organization achieve any results/outcomes Is Not Selected

Q13 Using a scale of 1 to 10 where 1 means NOT AT ALL SIGNIFICANT and 10 means VERY SIGNIFICANT, how significant was DOC/SUSA in achieving the results listed above for your organization during the past 12 months?

- 1 - NOT AT ALL SIGNIFICANT (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)
- 9 (9)
- 10 - VERY SIGNIFICANT (10)
- N/A (18)

Answer If As a result of DOC/SUSA assistance, what specific results/outcomes was your organization able to... DOC/SUSA assistance did not help my organization achieve any results/outcomes Is Not Selected And Please select your organization type. Investor (current or potential) in the United States Is Selected

H2_INVs If applicable, please provide the investment created, expanded, or retained by value and employment as a result of DOC/SUSA's assistance during the past 12 months:

Answer If As a result of DOC/SUSA assistance, what specific results/outcomes was your organization able to... DOC/SUSA assistance did not help my organization achieve any results/outcomes Is Not Selected And Please select your organization type. U.S. locality / economic development organization Is Selected

H2_EDOs_SPs If applicable, please provide information regarding the deals facilitated or supported (investment created, expanded, or retained by value and employment) as a result of DOC/SUSA's assistance during the past 12 months:

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

Q14 Investment created, expanded, or retained (if no additional dollar value was associated with the assistance please write 0)Please use whole numbers and do not use punctuation, symbols, or letters (e.g. enter "10").

- Count of Projects: (5)
- Initial Investment Dollar Value: (6)
- Expansion Dollar Value: (3)
- Retained Investment Dollar Value: (2)

Q15 Change in employment (number of jobs) (if there was not change in employment, please enter "0" below).Please use whole numbers and do not use punctuation, symbols, or letters (e.g. enter "10").

- Current Number of Jobs: (1)
- Jobs Added: (2)
- Jobs Retained: (5)
- Jobs Eliminated: (3)

Answer If As a result of DOC/SUSA assistance, what specific results/outcomes was your organization able to... DOC/SUSA assistance did not help my organization achieve any results/outcomes Is Not Selected And Please select your organization type. U.S. locality / economic development organization Is Not Selected

Q16_INV When do you anticipate investing or attracting additional investment deals within the next five years with the assistance provided by DOC/SUSA during the past 12 months?

- 0-6 Months (3)
- 7-12 Months (4)
- 1-2 Years (5)
- 2-3 Years (6)
- 3-5 Years (7)

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

Answer If As a result of DOC/SUSA assistance, what specific results/outcomes was your organization able to... DOC/SUSA assistance did not help my organization achieve any results/outcomes Is Not Selected And Please select your organization type. U.S. locality / economic development organization Is Selected

Q16_EDO What results do you anticipate achieving within the next five years with the assistance provided by DOC/SUSA during the past 12 months? If no results are expected, please enter "0" in the box below.

	0-6 Months (1)	7-12 Months (2)	1-2 Years (3)	2-3 Years (4)	3-5 Years (5)
Investment Project Value (3)					
U.S. Jobs (4)					

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

Q17 Do you anticipate needing DOC/SUSA information or assistance over the next 12-24 months to continue outreach and/or increase your investment deals? If so, please check all that apply:

- Investment Mechanics: Complying with federal regulations and standards; understanding basic U.S. tax & legal concepts (1)
- Training on concepts relating to investment in the U.S. (2)
- Market Intelligence: acquiring market research reports or competitive intelligence (3)
- Strategy & Planning: Developing a strategy to invest or to facilitate investment in the U.S. (4)
- Obtaining marketing/media exposure overseas (5)
- Matchmaking/Contacts: Identifying and/or arranging appointments with foreign partners, distributors, buyers, investors, U.S. EDOs, or investment partners (6)
- Trade and Investment Barriers & Intellectual Property Rights: Overcoming a market access barrier/unfair trade practice/intellectual property issue (7)
- Logistics and Administrative Services: arranging transportation, interpretation, on-site support, etc. (8)
- Other (9)
- Not Applicable (10)

Answer If Do you anticipate using ITA information or assistance over the next 12-24 months to continue inte... Other Is Selected

Q17a Please specify:

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

Answer If Please select your organization type. Investor (current or potential) in the United States Is Selected

Q18_INV What U.S. state or territory (or states or territories) are you interested in entering for the first time or expanding investment and outreach to over the next 12-24 months? Please select up to three. (Select multiple states or territories by holding the "Ctrl" button down on your keyboard):

- Alabama (17)
- Alaska (18)
- American Samoa (19)
- Arizona (20)
- Arkansas (21)
- California (22)
- Colorado (23)
- Connecticut (24)
- District of Columbia (25)
- Delaware (26)
- Florida (27)
- Georgia (28)
- Guam (29)
- Hawaii (30)
- Idaho (31)
- Illinois (32)
- Indiana (33)
- Iowa (34)
- Kansas (35)
- Kentucky (36)
- Louisiana (37)
- Maine (38)
- Maryland (39)
- Massachusetts (40)
- Michigan (41)
- Minnesota (42)
- Mississippi (43)
- Missouri (44)
- Montana (45)
- Nebraska (46)
- Nevada (47)
- New Hampshire (48)
- New Jersey (49)
- New Mexico (50)

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

- New York (51)
- North Carolina (52)
- North Marianas Islands (53)
- North Dakota (54)
- Ohio (55)
- Oklahoma (56)
- Oregon (57)
- Pennsylvania (58)
- Puerto Rico (59)
- Rhode Island (60)
- South Carolina (61)
- South Dakota (62)
- Tennessee (63)
- Texas (64)
- Utah (65)
- Vermont (66)
- Virginia (67)
- Virgin Islands (68)
- Washington (69)
- West Virginia (70)
- Wisconsin (71)
- Wyoming (72)

Answer If Please select your organization type. U.S. locality / economic development organization Is Selected

Q18_EDO What industries is your organization trying to attract for potential investment in your locality over the next 12-24 months? Click and drag your selections into the box on the right in rank order.

Click and Drag Items Here

- Agriculture, Forestry, and Fishing (1)
- Mining (Including Oil and Gas Extraction) (2)
- Utilities (3)
- Food and Beverage Manufacturing (4)
- Textile, Apparel, and Leather Manufacturing (5)
- Chemical Manufacturing (6)
- Primary and Fabricated Metal Manufacturing (7)
- Machinery Manufacturing (8)
- Computer and Electronic Product Manufacturing (9)
- Electrical Equipment, Appliance, and Components Manufacturing (10)
- Transportation Equipment Manufacturing (11)
- Other Manufacturing (12)
- Wholesale Trade (13)

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

- Retail Trade (14)
- Transportation and Warehousing (15)
- Information (Media, Software Publishing, & Telecommunications) (16)
- Finance and Insurance (17)
- Real Estate and Rental and Leasing (18)
- Professional, Scientific, & Technical Services (19)
- Health Care and Social Assistance Services (20)
- Technology Sector (21)
- Other Industries (22)

Q19 On a scale of 1-10, what is your likelihood to attend or exhibit one of the events listed below: (1 = Not At All Interested and 10 = Definitely Interested)

	1 - Not At All Interest ed (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	8 (8)	9 (9)	10 - Definitel y Interest ed (10)	N/ A (11)
1) Annual Investment Meeting (AIM) 2017, Dubai, UAE April 2-7, 2017 http://www.aimcongress.com/en/ (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2) Hannover Messe 2017 Hannover, Germany April 24-28, 2017 http://www.hannovermesse.de/en/exhibition/facts-figures/ (20)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3) 2017 SelectUSA Investment Summit Washington, DC June 18 - 20, 2017 (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4)Brazil Road Show, São Paulo, Curitiba and Porto Alegre, Brazil , December 5 -9 2016 https://selectusa.github.io/events/events/brazil-2016.html (23)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5) Cybertech 2017, Tel Aviv, Israel, January 29 -February 1, 2017 http://cybertech2017.com/ (24)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6) India Road Show, early March 2017 (More information to come) (25)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q20 Please submit a brief testimonial about your experience working with us, (ex. What did you like best about your experience working with us?)

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

Q20a 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 (4)
- No (5)

Q21 How could we better serve you in the future?

Q22 Comments/Suggestions (optional).

H2 Please click on the ">>" button to complete and submit this survey.

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

The U.S. Department of Commerce (DOC) / International Trade Administration (ITA) 2016 Annual Customer Survey

Survey Instructions: We would greatly appreciate it if you would please complete this survey which should take up to 10-15 minutes. The results of this survey will be used to evaluate and improve DOC/ITA's assistance to ensure optimal use of tax-payer funding. Thank you for participating in the 2016 DOC/ITA Annual Survey.

Confidentiality: This information is confidential and for internal 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 such as yours.

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

About ITA: ITA 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 works to improve the global business environment and helps U.S. organizations compete at home and abroad. ITA is organized into three distinct but complementary business units:

- The U.S. and Foreign Commercial Service (CS) unit combines ITA's country and regional experts and overseas and domestic field staff, to provide U.S. firms with the full suite of country-specific export promotion and market access services, while promoting the United States as an investment destination (SelectUSA).
- Industry & Analysis' (I&A) staff of industry, trade and economic analysts devise and implement international trade, investment, and export promotion strategies to strengthen the global competitiveness of U.S. industries. By combining in-depth quantitative and qualitative analysis with ITA's industry relationships, I&A devises initiatives to unlock export and investment opportunities for U.S. businesses, represent the interests of U.S. industry in trade negotiations, and publishes research on global opportunities for U.S. companies.
- The Enforcement and Compliance unit leads ITA's efforts in the enforcement of U.S. trade laws and works to ensure foreign countries' compliance with international trade agreements to ensure a fair playing field for U.S. industry.

OMB Control No. 0625-0275

Expiration Date: 04/30/2018

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

Q1 Would you like your responses to be shared within DOC/ITA?

Yes, my identity and responses may be shared within the U.S. Department of Commerce, International Trade Administration (1)

No, my identity and responses may not be shared within the U.S. Department of Commerce, International Trade Administration (2)

Q2 Which of the following best describes your organization?

U.S. Business/Exporter (1)

Trade Association (2)

Tourism Organization (4)

State or Local Economic Development Organization (3)

Educational Institution (5)

Export Service Supplier (e.g. Trade Finance, Freight Forwarder, Customs Broker) (6)

Other (7)

Answer If Which of the following best describes your organization? Other Is Selected

Q2a Please describe your organization.

Answer If Which of the following best describes your organization? Exporter Is Selected

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

Less than 1 year (1)

1-2 years (2)

2-5 years (3)

5-10 years (4)

10+ years (5)

N/A (6)

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

Answer If Which of the following best describes your organization? U.S. Business/Exporter Is Selected Or Which of the following best describes your organization? Tourism Organization Is Selected Or Which of the following best describes your organization? Educational Institution Is Selected

Q4 During the past 12 months, to how many different countries did your organization export (sold products/services internationally)? If none, please enter "0". Please use whole numbers and do not use punctuation, symbols, or letters (e.g. enter "10").

Answer If Which of the following best describes your organization? Exporter Is Selected Or Which of the following best describes your organization? Tourism Organization Is Selected Or Which of the following best describes your organization? Educational Institution Is Selected

Q5 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).

Answer If Which of the following best describes your organization? U.S. Business/Exporter Is Selected Or Which of the following best describes your organization? Tourism Organization Is Selected Or Which of the following best describes your organization? Educational Institution Is Selected Or Which of the following best describes your organization? Export Service Supplier (e.g. Trade Finance, Freight Forwarder, Customs Broker) Is Selected

Q6 During the past 12 months, what percentage of your organization's operating budget is 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).

Q7 Which of the following best describes your role in the organization? Please select all that apply.

- International Business Development (1)
- Government Relations (2)
- Export Logistics (3)
- Sales (4)
- Customer Service (5)
- Executive (6)
- In-house Legal Counsel (7)
- External Consultant/Legal Representative (8)
- Policy Director (9)
- Other (10)

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

Answer If Which of the following best describes your role in the organization? Other Is Selected

Q7a Please list your role.

Answer If Which of the following best describes your organization? U.S. Business/Exporter Is Selected

Q8 Which of the following best describes your organization's current orientation toward exporting (selling products or services internationally)?

New exporter (not yet exporting, need assistance with export basics and identifying potential markets) (4)

Novice exporter (exported before, but need assistance with identifying potential markets) (3)

Experienced exporter (been exporting for at least a few years and have a strategic plan for building exports) (6)

Answer If Which of the following best describes your organization? U.S. Business/Exporter Is Selected

Q8a Which of the following best describes your organization's current orientation toward exporting (selling products or services internationally)?

Reactive exporter (pursues exporting opportunities as they arise) (5)

Proactive exporter (have a strategic plan for building exports and dedicated personnel assigned to managing exports) (7)

Q9 What are your organization's main barriers to exporting (selling your goods and/or services internationally)? Please click and drag all that apply into the box on the right in rank order.

Click and Drag Items Here

- I don't have goods and/or services that are exportable (1)
- Don't know much about it and not sure where to start (2)
- I'd worry too much about getting paid (3)
- Regulatory barriers/complexity (4)
- Unaware how to utilize free/foreign trade agreements (5)
- Can't get financing to offer foreign customers (6)
- It would take too much time away from my regular, domestic sales (7)
- Insufficient protection of intellectual property rights (patents, copyrights, trademarks) (8)
- Too costly (9)
- Obtaining visas and work permits (10)
- Restrictions on forming partnerships or joint ventures, or the requirement to have partnerships with local businesses (11)
- Unfair trade practices (12)
- Other (13)

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

Answer If What are your organization's main barriers to exporting (selling your goods and/or services internationally)? Please click and drag all that apply into the box on the right. Other - Barriers to exporting (selling goods/services internationally) Is Selected

Q9a Please list the other barrier.

Q10 What year did your organization start working with the DOC/ITA?

List of years

Q11 What kind of assistance has your organization received from DOC/ITA over the past twelve months? Please check all that apply.

Completing export/shipping documentation (1)

Complying with foreign (and domestic) regulations, standards, certifications, and licenses (2)

Gathering market or competitive intelligence (3)

Developing a strategy to begin exporting, enter new markets, and/or expand export sales (4)

Obtaining marketing/media exposure overseas (5)

Identifying and /or arranging appointments with foreign partners, distributors, and buyers (6)

Overcoming a problem with a foreign government (e.g. a market access barrier, unfair trade practice, regulation, or intellectual property issue) (7)

Assistance or counseling with regard to a foreign trade remedy action (8)

Competing for a foreign government procurement (9)

Obtaining export financing and insurance from DOC/ITA partners; such as working capital loans, etc. (10)

Other (11)

Answer If What kind of assistance has your organization received from ITA over the past twelve months? Plea... Other Is Selected

Q11a Please specify the other assistance you received.

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

Q12 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 (1)
- Received assistance from DOC / ITA staff located in the United States (2)
- Received assistance from DOC / ITA staff located internationally (3)
- Purchased a DOC / ITA service or report (4)
- Attended a DOC / ITA webinar or local event/seminar/briefing (5)
- Participated in a DOC / ITA trade mission (6)
- Participated in a DOC / ITA program at a trade show (7)
- Other (8)

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

Q12a Please specify how your organization received assistance from ITA.

Q13 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 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)
- 9 (9)
- 10 - EXTREMELY SATISFIED (10)
- N/A (11)

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

Q16 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 the way you do business in foreign countries (1)

Improved or changed your organization's overseas' marketing strategy (2)

Gained access to prospective customers, business partners, or other people that you would have
otherwise been unable to meet (3)

Gained access to information that you would have otherwise been unable to come by (4)

Other (5)

Answer If As a result of ITA assistance, what was the impact on your organization during the past 12
months? Please check all that apply. Other Is Selected

Q16a Please specify the impact on your organization.

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

Q17 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 (1)
- Successfully exported a product or service (2)
- Overcame a problem with a foreign government (e.g. a market access barrier, unfair trade practice, regulation, or intellectual property issue) (3)
- Avoided/safeguarded against fraud (4)
- Won a foreign government procurement (5)
- Signed a master franchisee (6)
- Enrolled non-U.S. students at an educational institution (7)
- Improved your organization's profile or credibility (8)
- Results anticipated, but not yet achieved (or pending) (9)
- ITA assistance did not help my organization achieve any results/outcomes (10)
- Other (11)

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

Q17a Please specify the other result/outcome.

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

Q17b 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 (1)
- Exported to a new foreign country (2)
- Expanded/improved sales in an existing market (country) (3)
- Other (4)

Answer If Since you selected "successfully exported a product or service," please let us know if the follow... Other Is Selected

Q17c Please specify the other achievement.

**U.S. Department of Commerce / Commercial Service (CS)
 Annual Customer Survey**

Answer 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) Is Selected

Q18 What results do you anticipate achieving within the next three years with the assistance provided by ITA during the past 12 months?

	0% (1)	1-5% (2)	6-10% (3)	11-15% (4)	16-20% (5)	21-25% (6)	>25% (7)
Increased revenues by (1)							
Increased U.S jobs by (2)							

Answer If As a result of ITA assistance, what specific results/outcomes was your organization able to achieve... ITA assistance did not help my organization achieve any results/outcomes Is Not Selected

Q19 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 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)
- 9 (9)
- 10 (10)
- N/A (18)

Answer If As a result of ITA assistance, what specific results/outcomes was your organization able to achieve... ITA assistance did not help my organization achieve any results/outcomes Is Not Selected

Q20 In what foreign country (or countries) did you achieve the results listed above? (Select multiple countries by holding the "Ctrl" button down on your keyboard.)

List of years

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

Answer If In what foreign country (or countries) did you achieve the results listed above? (Select multiple countries by holding the "Ctrl" button down on your keyboard.) Other Is Selected

Q20a Please specify the country (or countries)

Answer If As a result of ITA assistance, what specific results/outcomes was your organization able to achieve... ITA assistance did not help my organization achieve any results/outcomes Is Not Selected

H2 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.

Answer If As a result of ITA assistance, what specific results/outcomes was your organization able to achieve... ITA assistance did not help my organization achieve any results/outcomes Is Not Selected

Q21 Revenue created (if no additional revenue was created, please write 0). Please use whole numbers and do not use punctuation, symbols, or letters (e.g. enter "10").

Dollar Value: (1)

Percent Increase: (2)

Answer If As a result of ITA assistance, what specific results/outcomes was your organization able to achieve... ITA assistance did not help my organization achieve any results/outcomes Is Not Selected

Q22 Change in employment (number of jobs) (if there was no change in employment, please enter "0" below). Please use whole numbers and do not use punctuation, symbols, or letters (e.g. enter "10").

Jobs Added: (1)

Jobs Safeguarded (saved from being eliminated): (2)

Jobs Eliminated: (3)

Percent Change: (4)

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

Q23 Do you anticipate needing ITA information or assistance over the next 12-24 months to continue international outreach and/or increase your exports? If so, please select the top three information or assistance your organization will need.

- Completing export/shipping documentation (1)
- Complying with foreign (and domestic) regulations, standards, certifications, and licenses (2)
- Gathering market or competitive intelligence (3)
- Developing a strategy to begin exporting, enter new markets, and/or expand export sales (4)
- Obtaining marketing/media exposure overseas (5)
- Identifying and /or arranging appointments with foreign partners, distributors, and buyers (6)
- Overcoming a problem with a foreign government (e.g. a market access barrier, unfair trade practice, regulation, or intellectual property issue) (7)
- Assistance or counseling with regard to a foreign trade remedy action (8)
- Competing for a foreign government procurement (9)
- Obtaining export financing and insurance from DOC/ITA partners; such as working capital loans, etc. (10)
- Other (11)

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

Answer If Do you anticipate needing ITA information or assistance over the next 12-24 months to continue international outreach and/or increase your exports? If so, please check all that apply: Other Is Selected

Q23a Please specify the information or assistance you anticipate needing over the next 12-24 months.

Q24 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 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)

Q25 How do you prefer to receive news and information about international trade/exporting? Please select the top three methods.

- Through social media like Twitter, Facebook, or LinkedIn (1)
- In the newspaper (2)
- Via e-mail (3)
- In industry journals (4)
- On the radio (i.e. news programs) (5)
- On TV (6)
- On web sites hosted by the organizations with the information (i.e. U.S. Department of Commerce, Local World Trade Center, etc.) (7)
- Through your industry or trade association (8)
- Other (13)

Answer If How do you prefer to receive news and information about international trade/exporting?
Please sel... Other Is Selected

Q25a Please specify the other method of communication.

Q26 What did you like best about your experience working with ITA?

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

Q26a 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 (4)

No (5)

Q27 How could we better serve you in the future?

Q28 Comments/Suggestions (optional).

H4 Please click on the ">>" button to complete and submit this survey.

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

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.

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

Page Break

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)

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

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)

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

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.

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

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)

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

- 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 internat = 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

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

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

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

- 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

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

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.

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

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

**U.S. Department of Commerce / Commercial Service (CS)
 Annual Customer Survey**

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

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

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

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

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)

**U.S. Department of Commerce / Commercial Service (CS)
Annual Customer Survey**

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.

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Annual Customer Survey**

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

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Annual Customer Survey**

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 _____

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Annual Customer Survey**

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

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Annual Customer Survey**

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.