



**U.S. Department of Commerce / Commercial Service (CS)  
Combined Customer Survey and Focus Group Questions**

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)
- Other – Please specify: \_\_\_\_\_

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

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**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

**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

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- 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
- 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)

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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%
<b>Increased revenues by</b>							
<b>Increased U.S. jobs by</b>							

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
- 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

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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

**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:
  - o Acquiring market/competitive intelligence
  - o Developing a strategy/plan to begin exporting and/or expand export sales
  - o Modifying your company's products/services for foreign markets
  - o Globalizing your website/marketing materials
  - o Obtaining marketing/media exposure
  - o Identifying and/or connecting with foreign partners/buyers/decision-makers
  - o Arranging shipping/logistics
  - o Completing export documentation
  - o Complying with regulations and standards
  - o Obtaining financing/insurance

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- o Competing for a foreign government procurement
- o Overcoming a market access barrier/unfair trade practices/IPR issue
- How do you get this information/assistance now?
  - o Do you have a preferred service provider or source?
  - o How do you prefer to receive this assistance/information?
  - o 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?

- o Market intelligence definition: research and information on foreign markets to make informed decisions about your export business
- o Market size
- o Market challenges
- o Market opportunities/best prospects
- o Market structure
  - Regulations/standards
  - Competitors
  - Distribution channels/partners/customers/opportunities
- Why do you need this MI information? How do you use it?
- How do you get this MI information now?
  - o Do you have a preferred service provider or source?
  - o How do you prefer to receive this information?
  - o Does the DOC/CS provide any of the MI you mentioned previously? (Flip chart or whiteboard) 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**



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- 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.

### 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

##### Q1 Would you like your responses to be anonymous?

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

##### Q2 My primary role at this event was:

- U.S. Exporter (Business, Educational Institution, Tourism Provider, etc.)
- U.S. Business/Supplier
  -
- U.S. Educational Institution
- U.S. Tourism Provider
- U.S. Economic Development or Tourism Promotion Organization
- Certified Trade Mission Applicant (many are EDOs)
- Partner (Federal, State, Local, or Non-Profit)
- Event Sponsor
- Event Organizer
  - Trade Mission Applicant (usually internal ITA staff)TEPP – Trade Show Organizer
  - TEMS – Trade Show Organizer
- Foreign Buyer (Non-U.S. Company)
- Foreign Investor (Non-U.S. Entity)

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- 0
- Speaker
- Other
  - 0 Trade Mission Applicant
  - 0 Trade Show exhibitor
  - 0 Conference participant
  - 0 US companies/suppliers
  - 0 Foreign Buyers
  - 0 Foreign Investors
  - 0 EDOs
  - 0 External Business Unit (EBU)
- US Exporters (usually the same as #1)
- ITA Staff Member
  - 0 Event Owner/Lead, Contributors
  - 0 Overseas Commercial Officer (ITA Staff Member)
  - 0 Commercial Diplomat (ITA Commercial Specialist)
- International (Foreign) Buyer
- Sponsor
- Speaker

Q3.1 Please list your other role:

Q3.2 What objective(s) did you seek to achieve by participating in this event? (Check all that apply.)

- Network with industry, government officials or qualified companies
- Find or sign an international partner, distributor, vendor, or attract international students
- Participate in pre-screened meetings (matchmaking with potential buyers, agents, distributors, joint-venture partners, or government officials)
- Acquire market/industry intelligence
- Understand export mechanics (shipping, documentation, regulations, standards, etc.)
- Enhance your organization's or location's visibility/media exposure in overseas markets
- Improve your organization's profile or credibility
- Develop an export strategy to begin exporting, enter new markets, and/or expand export sales
- Improve or change your organization's overseas' marketing strategy
- Compete for a foreign government procurement
- Resolve, advance, or raise awareness to a foreign government on a market access issue, unfair trade practice/barrier, regulation, intellectual property issue, etc.
- Acquire export financing and insurance from DOC/ITA partners
- Other
- Not applicable
- Streamline or speed up a regulatory, compliance, or customs (clearance of goods) issue

Q3.3 What objectives did you seek to gain by participating in this trade event? (Check all that apply.)

- Network with industry, government officials or qualified companies
- Find or sign a US partner, location

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- Participate in pre-screened meetings (matchmaking with potential buyers, agents, distributors, joint-venture partners, or government officials)
- Acquire market/industry intelligence
- Enhance your organization's or location's visibility/marketing in overseas markets/media exposure
- Improve your organization's profile or credibility
- Other

Q4 Please list your other objective(s):

Q5 Please indicate how well we met the objectives you selected earlier. Rate all objectives as a group, not separately.

(1 = Objectives Not Met and 10 = Objectives Completely Met)

Q6 In the previous question, you ranked meeting your objectives at a 6 or lower. Please specify which objective(s) you were not able to meet and kindly elaborate why.

Q7 Based on your recent experience, how likely is it that you would recommend this trade event?

(1 = Definitely Would Not and 10 = Definitely Would)

Q8.1 Overall, how would you rate your experience as a sponsor?

(1 = Extremely Dissatisfied and 10 = Extremely Satisfied)

Please rate your level of satisfaction with the following aspects of the trade event. (Rate satisfaction for each item individually.)

(1 = Extremely Dissatisfied and 10 = Extremely Satisfied)

- Overall Satisfaction
- Management and Organization of the Event
- Event Website and Online Registration Process
- Networking Platform and Mobile App
- Event Venue/Location
- Exhibit Space
- Time to Interact with Attendees
- Quality / Relevance of Information Provided
- Networking
- B2B Matchmaking Meetings
- Meetings with U.S. Government Officials, includes counseling
- Conference Session(s) and/or Presentation(s)
- Roundtable(s) / Seminar(s)

Q22.1 As a direct result of ITA's assistance and your participation in this event, did you achieve, or do you anticipate achieving increased foreign sales, visitors, or students enrolled?

- Yes
- No

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Q22.2 As a direct result of ITA's assistance and your participation in this event, did you buy, or do you anticipate buying goods/services from the United States?

- Yes
- No

Q22.3 As a direct result of ITA's assistance and your participation in this event, did you achieve, or do you anticipate achieving increased inward investment to your locality?

- Yes
- No

Q23 As a direct result of ITA's assistance and your participation in this event, would you consider using ITA's services in the future?

- Yes
- No

Q24 Please use the space provided below to write any comments about the assistance you received from ITA at this event.

Q25 Would you like your/your organization's identity to remain confidential if we share this comment with the public?

- Yes
- No

### **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
  - Developing a strategy to begin exporting, enter new markets, and/or expand export sales
  - Obtaining marketing/media exposure overseas

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- 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:

**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

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- 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

- 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

**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

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- 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?

**DIGITAL SERVICES ROUNDTABLE DISCUSSION QUESTIONS**

**Crucial Digital Services – Present and Future**

- *What digital services and related technologies does your company currently export abroad as stand-alone products or bundled with machinery goods?*
- *What digital services does your company provide as a standalone product, or as a portion of the final sale of a manufactured good? (for smaller companies that may not export)*
- *What digital services and related technologies does your company currently use to accomplish day-to-day manufacturing operations (e.g. Internet of Things (IoT) services, predictive maintenance, cybersecurity, data analysis)?*
- *In your opinion, in what digital services is the United States most competitive in overseas?*
- *Can you rate specified digital services in order of importance to your company? Can you rate specified digital services that your company exports in order of importance?*
- *If you are a digital services provider, what are the primary digital services that you provide for your customers? Are there other supportive digital services you use in order to serve your customers (e.g. app development, systems integration, etc.)? What digital services that you provide would you consider the most important now and predict would be most important in the future?*
- *Do you anticipate your demand (or demand from your customers) for digital services changing in the next five years? Ten years? If so, at what rate?*
- *Based on what you've seen or heard, what digital services do you anticipate being or will continue being necessary to compete internationally?*

**Digital Services Categorization**

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- *How would you categorize the digital services you export abroad, whether sold as a stand-alone product or bundled with a manufactured good? To see how the U.S. government currently categorizes exported digital services for data collection purposes, you can look over the Bureau of Economic Analysis's BE-120 "Benchmark Survey of Transactions in Selected Services and Intellectual Property with Foreign Persons Respondents."*
- *What digital service categories identified in the BEA survey are relevant to manufacturing exports and are there any digital service categories you currently export that are missing in the survey?*
- *Looking ahead, do you anticipate any new digital services categories emerging within the next 5-10 years?*
- *Do you anticipate any new digital services or related technologies in manufacturing being exported within the next 5-10 years that are not exported currently?*
- *Under which digital services categories would those new technologies fit?*

**Data Collection Methods**

- *What would be the most effective metric to capture the following:*
- *The percentage of your company's total sales or revenue attributed to the bundling of digital services in the sale/export of your final products? (We are not asking for the value of digital services in the manufacturing process of the final product)*
- *For companies selling digital services used in the manufacturing process: What is the best metric to obtain the estimated value that your services add to a customer's production process or to the sale of a finished product?*



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**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.)*

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**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

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

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- 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
- c) No
  - i. If you selected "No," please indicate why not: \_\_\_\_\_ (*Then Skip to Part 3*)

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**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
- Presentation of the report/action plan

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

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**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.

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

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**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
- 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

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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? \_\_\_\_\_

**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;

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- 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?\_\_\_\_\_**

**33. 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.

**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.



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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.

**Multilateral Development Bank Webinar Registrant Questionnaire**

1) Have you been in contact with anyone at the U.S. Department of Commerce including our offices in Washington, D.C., overseas, or with U.S. Export Assistance Centers located throughout the United States? Yes/No

2) Does your company have previous experience with Multilateral Development Bank financed or other foreign government tenders, or work with other companies that have that experience? Yes/No

3) Which of these featured Multilateral Development Banks have you been in contact with since attending one of the MDB webinars last summer? Check as many as relevant.

- a. Africa Development Bank (AfDB)
- b. European Bank for Reconstruction and Development (EBRD)
- c. World Bank
- d. Inter-American Development Bank (IDB)
- e. Asia Development Bank (ADB)
- f. Other \_\_\_\_\_

4) Since attending one or more of the Multilateral Development Bank (MDB) webinars last summer have you pursued any MDB projects? Yes or No

5) Have you been "shortlisted" on any MDB projects and or other development projects? Yes/No

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6) Have you won an MDB contract/grant or served as an MDB supplier/sub-supplier?  
Yes/No

7) Is there a particular region of the world or industry sector you are currently targeting?  
Please list which region and or industry.

Region(s): \_\_\_\_\_

Industry(ies) \_\_\_\_\_

8) How can we further assist your company in pursuing more opportunities with the  
Multilateral Development Banks?

Please contact the [MDB@Trade.gov](mailto:MDB@Trade.gov) email for additional questions or interest in doing business  
with the Multilateral Development Banks. Thank you, again.

**Annual Survey 2021**

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Q1.2 In order to verify that you have received this survey as intended, please select the option below that best describes you / your organization.

- Our organization received information, assistance, or support from one or more of the specialists at ITA in the last 12 months. Includes participation in an ITA event.
- Our organization received information, assistance, or support from one or more of the specialists at ITA in the last 12 months. However, another individual at our organization is better suited to complete this survey.
- I did not receive any information, assistance, or support from ITA in the last 12 months (includes organizations that did not pursue work with DOC/ITA; recent new clients; non-client partners or contractors).

Q2.1 You indicated that another person at your organization is better suited to complete this survey. Please enter his / her contact information below.

Thank you!

First Name \_\_\_\_\_

Last Name \_\_\_\_\_

Email Address \_\_\_\_\_

Title / Position \_\_\_\_\_

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Q3.1 You indicated that you did not receive information, assistance, or support from DOC / ITA in the last 12 months. If you considered working with us but decided not to do so, please let us know why.

- Not applicable / relevant (e.g. not a client / potential client)
- I did not seek information, assistance, or support.
- I do not feel I have enough experience with your organization to report on my satisfaction or impact.
- DOC / ITA could not provide the service(s) needed.
- DOC / ITA could not provide the service(s) needed when I needed them; service would take too long to deliver.
- Poor customer service from DOC / ITA staff.
- Slow or no response from DOC / ITA staff.
- We decided to work with a different provider.
- Other

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Q3.2 Please list any other reason(s) for choosing not to work with DOC / ITA.

Q3.3 Are you aware that the International Trade Administration / U.S. Commercial Service provides assistance and resources to help U.S. firms export, address barriers with foreign markets, and win foreign government procurements?

Yes

No

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Q3.4

Feel free to use this space to expand on your reasons for not working with DOC/ITA.

Q4.2

Would you like your responses to be anonymous?

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

Q5.2 In what year did your organization start working with the DOC/ITA?

▼ 2021 ... 1980

Q5.3 What kind of assistance has your organization received from DOC/ITA over the past 12 months?  
Please check all that apply.

- 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)

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- 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 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
- Obtaining statistics on U.S. steel imports and global steel reports/statistics
- Counseling/information on antidumping and/or countervailing duties laws and procedures
- Obtaining information on existing antidumping and/or countervailing duty proceedings and related duty rates
- Assistance with/participation in the Foreign-Trade Zones program

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Other

Q5.4 Please specify any other assistance you received.



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Q5.5 Did DOC/ITA assist your organization with any COVID-19-related issues (e.g. overcoming COVID-19 restrictions placed by a foreign government or provide information related to COVID-19 regulations)?

Yes

No

Q5.6 What kind of COVID-19-related assistance has your organization received from DOC/ITA over the past 12 months? Please check all that apply.

Information on how to comply with new foreign (and domestic) COVID-19 regulations

Obtaining market research on how to do business in the local country/market post-COVID-19 (i.e. information about the local country's economy/market size and characteristics after COVID-19)

Identifying and /or arranging appointments with foreign partners, distributors, and buyers (business-to-business matchmaking, Gold Keys, International Partner Searches) post COVID-19

Developing a strategy to begin exporting, enter new markets, and/or expand export sales post COVID-19

Obtaining market or competitive intelligence to identify target markets, business opportunities and sales potential (i.e. customized market research, ITA data tools) as a result of COVID-19 impacting prior leads

Conducting company background checks on foreign companies (e.g. International Company Profiles) that were impacted by COVID-19

Overcoming a problem with a foreign government (e.g. a market access barrier, unfair trade practice, regulation) due to new COVID-19 restrictions

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Re-opening manufacturing or other production facilities that were shut down as a result of COVID-19

Dealing with customs or other issues blocking shipments into or out of foreign countries due to COVID-19 restrictions

Other

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Q5.7 Please specify any other assistance you received.

Q5.8 How did your organization receive assistance from ITA over the past 12 months? Please check all that apply.

Obtained information, reports, or data online from Export.gov, Trade.gov, STOPfakes.gov, or PrivacyShield.gov

Received assistance (e.g. consulting, advice) from DOC / ITA staff located in the United States

Received assistance (e.g. consulting, advice) from DOC / ITA staff located overseas

Received virtual assistance (e.g. consulting, advice, services) from DOC / ITA staff

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

Participated in an antidumping or countervailing duty proceeding (including filing a petition)

Other

Q5.9 Please specify any other ways that your organization received assistance from ITA.

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Q5.10 Please select the reasons why your organization chose to work with ITA (as compared to other providers) in the past 12 months? Select all that apply.

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

Q5.11 Please specify any other reason(s) you chose to work with ITA.

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**Q6.1 SATISFACTION**

Q6.2 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?

Q6.3 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?

Q6.4 You indicated that you were not satisfied with the assistance you received from ITA. Please use the space below to you expand on your reasons why and how we can better serve you or organizations like yours in the future.

Q6.5 You indicated that you are not likely to recommend ITA to organizations that are not your direct competitors. Please use the space below to you expand on your reasons why and how we can better serve you or organizations like yours in the future.

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Q6.6 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
Responsiveness of staff	0	0	0	0	0	0	0	0	0	0	0
Quality of information/assistance	0	0	0	0	0	0	0	0	0	0	0
Industry knowledge	0	0	0	0	0	0	0	0	0	0	0
Subject matter knowledge	0	0	0	0	0	0	0	0	0	0	0
Value-added	0	0	0	0	0	0	0	0	0	0	0
Affordability	0	0	0	0	0	0	0	0	0	0	0
Timeliness of service delivery	0	0	0	0	0	0	0	0	0	0	0
Consistency of service delivery	0	0	0	0	0	0	0	0	0	0	0
Ability to meet your objectives	0	0	0	0	0	0	0	0	0	0	0

Q6.7 You ranked one of the above categories 5 or below. Please use the space below to you expand on your reasons why.

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**Q7.1 IMPACT & RESULTS**

Q7.2 In what ways did ITA's assistance improve your organization's international business efforts during the past 12 months? Please select 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 knowledge or regulatory information that you would have otherwise been unable to come by
- Resolved, advanced, raised, or brought awareness to a foreign government on a market access issue, unfair trade practice/barrier, regulation, intellectual property issue, etc.
- Changed your sourcing strategy (import duties)
- I don't know / Too early to tell
- None. ITA's assistance did not directly influence my organization.
- Other

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Q7.3 Please specify any other influence ITA has had on your organization.

Q7.4 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 revenue/sales
- Increased/retained employees
- Successfully exported a product or service
- Overcame a problem with a foreign government (e.g. a market access barrier (i.e. customs issues), unfair trade practice/barrier, regulation, intellectual property issue, collections issue, or decided to not pursue the trade barrier issue further)
- Avoided/safeguarded against fraud
- Won a foreign government procurement
- Signed a distribution or partnership agreement or a master franchisee
- Opened (or signed agreement to open) a new location
- 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)



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None. ITA assistance did not help my organization achieve any results/outcomes

Other

Q7.5 Please specify any other result(s) or outcome(s).

Q7.6 You indicated that your organization successfully exported a product or service in the last 12 months as a result of ITA's assistance. Please select all of the following that apply.

Exported for the first-time

Exported to a new foreign (market) country

Expanded/improved sales in an existing market (country)

Other

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Q7.7 Please specify any other achievement(s).

Q7.8 What type(s) of results / outcomes do you anticipate, but have not yet achieved (as a result of the assistance provided by ITA during the past 12 months)?

- Increasing/retaining revenue/sales
- Increasing/retaining employees
- Successfully exporting a product or service
- Overcoming a problem with a foreign government (e.g. a market access barrier (i.e. customs issues), unfair trade practice, regulation, intellectual property issue, collections issue, or decided to not pursue the trade barrier issue further)
- Avoiding/safeguarding against fraud
- Winning a foreign government procurement
- Signing a distribution or partnership agreement or a master franchisee
- Opening (or signing agreement to open) a new location
- Enrolling non-U.S. students at an educational institution
- Gaining or re-gaining access to a foreign market(s)
- Other

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Q7.9 Please list any other result(s) / outcome(s) anticipated, but not yet achieved.

\_\_\_\_\_

\_\_\_\_\_

Q7.10 When do you estimate achieving the anticipated result(s) you previously selected?

	0-6 months	7-12 months	1-2 years	3-5 years	5+ years	Don't Know	Not Applicable
Dollar Value Impact (e.g. revenue, sales, tuition)	0	0	0	0	0	0	0
Change in Employment	0	0	0	0	0	0	0
Other results / outcomes	0	0	0	0	0	0	0



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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 you previously listed?

1 - NOT AT ALL SIGNIFICANT

2

3

4

5

6

7

8

9

10 - VERY SIGNIFICANT

N/A



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Q8.2 As a direct result of ITA assistance, in which countries / regions did you achieve the results you previously listed?

(Select multiple countries by holding the "Ctrl" button down on your keyboard)

List of Countries

Q8.3 Please specify any other country (or countries)

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

Q9.2 Change in Employment during the past 12 months (jobs)

Please use whole numbers, separated by commas (,) if needed, but do not use other punctuation, symbols, or letters (e.g. enter "1,000"). If there was no change in employment, please enter "0" below.

Total # of Jobs Added: \_\_\_\_\_

Total # of Jobs Safeguarded (saved from being eliminated):

\_\_\_\_\_

Total # of Jobs Eliminated: \_\_\_\_\_

% Change in Total Employment: \_\_\_\_\_

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**Q9.3 Total Impact Value during the past 12 months (e.g. revenues generated or saved, tuition from international students)**

Please use whole numbers, separated by commas (,) if needed, but do not use other punctuation, symbols, or letters (e.g. enter "1,000"). If no impact, please write 0.

Dollar Value: \$ \_\_\_\_\_

Percent Change in Revenue: % \_\_\_\_\_

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Q10.1 ABOUT YOUR ORGANIZATION

Q10.2 Which of the following best describes your organization?

- My organization directly exports goods or services to a foreign country (sells products/services internationally)
- My organization plans to export goods or services 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 or it competes with foreign imports in the U.S. market.
- 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

Q10.3 Please describe your organization.



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Q10.4 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)
- Novice exporter (exported before, but need assistance with identifying potential markets)
- Experienced exporter (been exporting for at least a few years and have a strategic plan for building exports)

Q10.5 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 \_\_\_\_\_

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Q10.6 During the past 12 months, to how many different countries did your organization export (sold products or services internationally) with or without our assistance?

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

Q10.7 During the past 12 months, from how many different countries did your organization attract foreign students to attend a U.S. education institution with or without our assistance?

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

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Q10.8 During the past 12 months, what percentage of your organization's revenue can be attributed to exporting/international sales (with or without our assistance)?

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.

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Q10.9 During the past 12 months, what percentage of your organization's revenue can be attributed to foreign students studying at your institution (with or without our assistance)?

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.

Q10.10 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.

Q10.11 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.

Q10.12 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".

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Q10.13 What are your organization's (or the organizations' you represent/service) main barriers to doing business abroad or with international partners? Please select all that apply.

- None or Not Applicable
- Too complex (don't know much about exporting and not sure where to start)
- Difficulty in understanding foreign regulations, standards, certifications, licenses, visas, or rule-of-law
- Insufficient protection of intellectual property rights (patents, copyrights, trademarks)
- U.S. trade/legal restrictions (U.S. export control requirements, visas to enter the U.S.)
- Unfair foreign trade practices/restrictions (import duties/tariffs, content requirements, data protection / privacy rules, discriminatory treatment, corruption, and other market access barriers)
- Access to contacts overseas (finding the right buyer, partner, distributor, or prospect)
- Gathering the market intelligence to make informed business decisions
- Can't get financing to offer foreign customers
- Too costly (exchange rates; export, marketing, or shipping costs)
- Other

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Q10.14 Please list any other barrier(s).

Q11.1 FUTURE ASSISTANCE ANTICIPATED

Q11.2 Please select the **top three** categories of information or assistance your organization will need over the next 12-24 months to maintain a level playing field, continue international outreach, and/or increase your exports.

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

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- Conducting company background checks on foreign companies (e.g. International Company Profiles)
- 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
- Obtaining statistics on US steel imports and global steel reports/statistics
- Counseling/information on antidumping and/or countervailing duties laws and procedures
- Obtaining information on existing antidumping and/or countervailing duty proceedings and related duty rates
- Assistance with/participation in the Foreign-Trade Zones program
- None
- Other

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Q11.3 Please specify any other information or assistance you anticipate needing over the next 12-24 months.

Q11.4 Do you foresee your organization being affected by COVID-19 in the next 12 months?

Yes

No

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**Q11.5 What kind of COVID-19-related assistance will your organization need from DOC/ITA in the next 12 months? Please check all that apply.**



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- Information on how to comply with new foreign (and domestic) COVID-19 regulations
  - Obtaining market research on how to do business in the local country/market post-COVID-19 (i.e. information about the local country's economy/market size and characteristics after COVID-19)
  - Identifying and /or arranging appointments with foreign partners, distributors, and buyers (business-to-business matchmaking, Gold Keys, International Partner Searches) post COVID-19
  - Developing a strategy to begin exporting, enter new markets, and/or expand export sales post COVID-19
  - Obtaining market or competitive intelligence to identify target markets, business opportunities and sales potential (i.e. customized market research, ITA data tools) as a result of COVID-19 impacting prior leads
  - Conducting company background checks on foreign companies (e.g. International Company Profiles) that were impacted by COVID-19
  - Overcoming a problem with a foreign government (e.g. a market access barrier, unfair trade practice, regulation) due to new COVID-19 restrictions
  - Re-opening manufacturing or other production facilities that will be shut down as a result of COVID-19
  - Dealing with customs or other issues blocking shipments into or out of foreign countries due to COVID-19 restrictions
  - Other
-

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Q11.6 Please specify what other assistance you will need.

Q11.7 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) over the next 12-24 months.

0 1 \_\_\_\_\_

0 2 \_\_\_\_\_

0 3 \_\_\_\_\_

0 4 \_\_\_\_\_

0 5 \_\_\_\_\_

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Q11.8 Please select any **trade barrier issues or unfair trade practices** for which you anticipate needing ITA assistance during the next 12-24 months. Select all that apply.

- Customs and Border Measures (e.g. certificate of origin, tariffs, customs barriers)
- Foreign Trade Remedies (e.g. anti-dumping, safeguards, subsidies)
- Government Procurement
- Intellectual Property Rights (e.g. patents, trademarks, trade secrets)
- Investment and Services (e.g. equity limitation, services barriers)
- Law and Corruption (e.g. bribery, lack of rule of law)
- Location Measures (e.g. local content or data localization requirements)
- Standards, Regulatory and Technical Requirements (e.g. labeling, price control, TBT, accreditation)
- State Owned Enterprises
- Other
- Not Applicable

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Q11.9 Please specify the other trade barrier or unfair trade practice you anticipate needing over the next 12-24 months.

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Q12.1 COMMENTS

Q12.2 Please use the space provided below to share any comments you would be willing to share publicly about your work with ITA / DOC.

Q12.3 Would you like your/your organization's identity to remain confidential if we share this comment with the public?

Yes

No

Q12.4 Please use the space below to provide any additional comments or suggestions. Responses will be for internal use only. (Optional)