

U.S.- [Country] Virtual Trade Event (VTE) Survey



OMB Control No.: xxxx-xxxx
Expiration Date: xx/xx/xxxx

Please take a few minutes to complete this survey form. As you are aware, [CONTRACTOR] partnered with USDA/FAS in organizing this event. We would like to hear about your experiences associated with the Virtual Trade Event (VTE) focused on the market in [COUNTRY]. Your feedback will be used to improve future virtual trade events.

Public Burden Statement

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* Required

1. Name of Attendee: *

2. Email: *

3. Organization Name: *

4. What is your organization type? *

- U.S. Company
- USDA Cooperator
- State and Regional Trade Group
- State Department of Agriculture
- Other

5. How many U.S. companies did you bring and/ or support to this VTE? *

6. Did you participate under one of USDA's market promotion programs? Please select the program you participated in. *

- Market Access Program (MAP)
- Regional Agricultural Promotion Program (RAPP)
- Not Applicable
- Other

VTE Results

Trade and sales data supplied on this form is private, secure, and safeguarded and will not be shared with outside sources.

7. Products Exhibited: *

8. When you participated in this VTE, was your firm **new to this market**?

Yes

No

9. When you participated in this VTE, was your firm **new to export**?

Yes

No

10. How many **products** did you introduce or test market at this VTE? *

- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 20
- 21
- 22
- 23
- 24
- 25
- 26
- 27

- 28
- 29
- 30
- 31
- 32
- 33
- 34
- 35
- 36
- 37
- 38
- 39
- 40
- 41
- 42
- 43
- 44
- 45
- 46
- 47
- 48
- 49
- 50
- Other

11. How many **business-to-business meetings** did you conduct for the entire VTE? *

- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
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- 37
- 38
- 39
- 40
- 41
- 42
- 43
- 44
- 45
- 46
- 47
- 48
- 49
- 50
- Other

12. What were your **on-site sales** in US\$ (contracts signed) at this VTE? *

- 0
- 1,000
- 2,000
- 3,000
- 4,000
- 5,000
- 6,000
- 7,000
- 8,000
- 9,000
- 10,000
- 20,000
- 30,000
- 40,000
- 50,000
- 60,000
- 70,000
- 80,000
- 90,000
- 100,000
- 110,000
- 120,000
- 130,000
- 140,000
- 150,000
- 160,000
- 170,000
- 180,000

- 190,000
- 200,000
- 210,000
- 220,000
- 230,000
- 240,000
- 250,000
- 260,000
- 270,000
- 280,000
- 290,000
- 300,000
- 310,000
- 320,000
- 330,000
- 340,000
- 350,000
- 360,000
- 370,000
- 380,000
- 390,000
- 400,000
- 410,000
- 420,000
- 430,000
- 440,000
- 450,000
- 460,000
- 470,000
- 480,000

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490,000

500,000

510,000

520,000

530,000

540,000

550,000

560,000

570,000

580,000

590,000

600,000

610,000

620,000

630,000

640,000

650,000

660,000

670,000

680,000

690,000

700,000

710,000

720,000

730,000

740,000

750,000

760,000

770,000

- 780,000
- 790,000
- 800,000
- 810,000
- 820,000
- 830,000
- 840,000
- 850,000
- 860,000
- 870,000
- 880,000
- 890,000
- 900,000
- 910,000
- 920,000
- 930,000
- 940,000
- 950,000
- 960,000
- 970,000
- 980,000
- 990,000
- 1,000,000
- 1,010,000
- 1,020,000
- 1,030,000
- 1,040,000
- 1,050,000
- 1,060,000
- 1,070,000

- 1,070,000
- 1,080,000
- 1,090,000
- 1,100,000
- 1,110,000
- 1,120,000
- 1,130,000
- 1,140,000
- 1,150,000
- 1,160,000
- 1,170,000
- 1,180,000
- 1,190,000
- 1,200,000
- 1,210,000
- 1,220,000
- 1,230,000
- 1,240,000
- 1,250,000
- 1,260,000
- 1,270,000
- 1,280,000
- 1,290,000
- 1,300,000
- 1,310,000
- 1,320,000
- 1,330,000
- 1,340,000
- 1,350,000
- 1,360,000

- 1,370,000
- 1,380,000
- 1,390,000
- 1,400,000
- 1,410,000
- 1,420,000
- 1,430,000
- 1,440,000
- 1,450,000
- 1,460,000
- 1,470,000
- 1,480,000
- 1,490,000
- 1,500,000
- 1,510,000
- 1,520,000
- 1,530,000
- 1,540,000
- 1,550,000
- 1,560,000
- 1,570,000
- 1,580,000
- 1,590,000
- 1,600,000
- 1,610,000
- 1,620,000
- 1,630,000
- 1,640,000
- 1,650,000

- 1,660,000
- 1,670,000
- 1,680,000
- 1,690,000
- 1,700,000
- 1,710,000
- 1,720,000
- 1,730,000
- 1,740,000
- 1,750,000
- 1,760,000
- 1,770,000
- 1,780,000
- 1,790,000
- 1,800,000
- 1,810,000
- 1,820,000
- 1,830,000
- 1,840,000
- 1,850,000
- 1,860,000
- 1,870,000
- 1,880,000
- 1,890,000
- 1,900,000
- 1,910,000
- 1,920,000
- 1,930,000
- 1,940,000
- 1,950,000

- 1,960,000
- 1,970,000
- 1,980,000
- 1,990,000
- 2,000,000
- Other

13. What are your **projected 12-month sales** in US\$ resulting from this VTE? *

- 0
- 50,000
- 100,000
- 150,000
- 200,000
- 250,000
- 300,000
- 350,000
- 400,000
- 450,000
- 500,000
- 550,000
- 600,000
- 650,000
- 700,000
- 750,000
- 800,000
- 850,000
- 900,000
- 950,000
- 1,000,000
- 1,050,000
- 1,100,000
- 1,150,000
- 1,200,000
- 1,250,000
- 1,300,000
- 1,350,000

- 1,400,000
- 1,450,000
- 1,500,000
- 1,550,000
- 1,600,000
- 1,650,000
- 1,700,000
- 1,750,000
- 1,800,000
- 1,850,000
- 1,900,000
- 1,950,000
- 2,000,000
- 2,050,000
- 2,100,000
- 2,150,000
- 2,200,000
- 2,250,000
- 2,300,000
- 2,350,000
- 2,400,000
- 2,450,000
- 2,500,000
- 2,550,000
- 2,600,000
- 2,650,000
- 2,700,000
- 2,750,000
- 2,800,000
- 2,850,000

- 2,900,000
- 2,950,000
- 3,000,000
- 3,050,000
- 3,100,000
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- 4,850,000
- 4,900,000
- 4,950,000
- 5,000,000
- 5,050,000
- 5,100,000
- 5,150,000
- 5,200,000
- 5,250,000
- 5,300,000
- 5,350,000
- 5,400,000
- 5,450,000
- 5,500,000
- 5,550,000
- 5,600,000
- 5,650,000
- 5,700,000
- 5,750,000
- 5,800,000

- 5,800,000
- 5,850,000
- 5,900,000
- 5,950,000
- 6,000,000
- 6,050,000
- 6,100,000
- 6,150,000
- 6,200,000
- 6,250,000
- 6,300,000
- 6,350,000
- 6,400,000
- 6,450,000
- 6,500,000
- 6,550,000
- 6,600,000
- 6,650,000
- 6,700,000
- 6,750,000
- 6,800,000
- 6,850,000
- 6,900,000
- 6,950,000
- 7,000,000
- 7,050,000
- 7,100,000
- 7,150,000
- 7,200,000
- 7,250,000

- 7,300,000
- 7,350,000
- 7,400,000
- 7,450,000
- 7,500,000
- 7,550,000
- 7,600,000
- 7,650,000
- 7,700,000
- 7,750,000
- 7,800,000
- 7,850,000

VTE Feedback

1 Star = Poor
3 Stars = Satisfactory
5 Stars = Excellent

14. As part of our ongoing efforts to showcase success stories from recent VTEs, we are compiling quotes from participating companies. Could you please provide a **brief quote highlighting the positive impact that the VTE had on your business?** Specifically, we are interested in any significant outcomes, partnerships formed, or business growth you experienced as a direct result of participating in the trade mission.

15. Rate your **overall experience** at this VTE. *



16. Rate the quality of the services provided by our **contractor**.



17. Rate the **virtual platform** in terms of being user-friendly and easy to navigate.



- 8,650,000
- 8,700,000

18. How would you rate the quality of the **business-to-business meetings** and **networking opportunities**?



19. How was the **duration** of this VTE?

- Too short
- Good length
- Too long

20. Would you participate in another VTE?

- Yes
- No
- Maybe

21. How did you find out about this VTE? (check all that apply)

- Notification from USDA/FAS staff
- U.S. Embassy or AmCham Announcement
- FAS website
- Trade/Industry Organization or SRTG Announcement
- Other

22. Which factor weighed most heavily on your decision to participate in this VTE?

- Opportunity to network
- Opportunity to expand sales in the region
- Opportunity to start business in the region
- USDA endorsement/ sponsorship of the VTE
- Other

23. How could your experience during this VTE be improved?

- Better pre-event information and preparation
- More networking opportunities
- Improved virtual platform
- More focused meetings with potential buyers
- Increased support from event organizers
- More diverse industry representation
- Enhanced cultural and market briefings
- Longer duration for the trade event
- More follow-up support post event
- Other

24. Please list any services that you would like to see in the future.

25. Receive up-to-date information on USDA-sponsored trade events (trade shows, virtual trade events, trade missions)?

- Yes, opt me in
- No, not interested

26. Send opt-in also to colleague(s) :

please provide name and email of colleague(s):

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