

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

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is [Insert OMB control number]. The time required to complete this information collection is estimated to average **15 minutes per response**, including 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 burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the following address: U.S. Department of Agriculture, Food and Nutrition Services, Office of Policy Support, 1320 Braddock Place, 5th Floor, Alexandria, VA 22314, ATTN: PRA (0584-xxxx*). Do not return the completed form to this address.

* 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
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- 26
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- 28
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- 30
- 31
- 32
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- 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
- 18
- 19
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- 21
- 22
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- 24
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- 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

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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
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- 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
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- 2,650,000
- 2,700,000
- 2,750,000
- 2,800,000
- 2,850,000

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- 5,850,000
- 5,900,000
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- 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
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- 7,100,000
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- 7,400,000
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- 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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