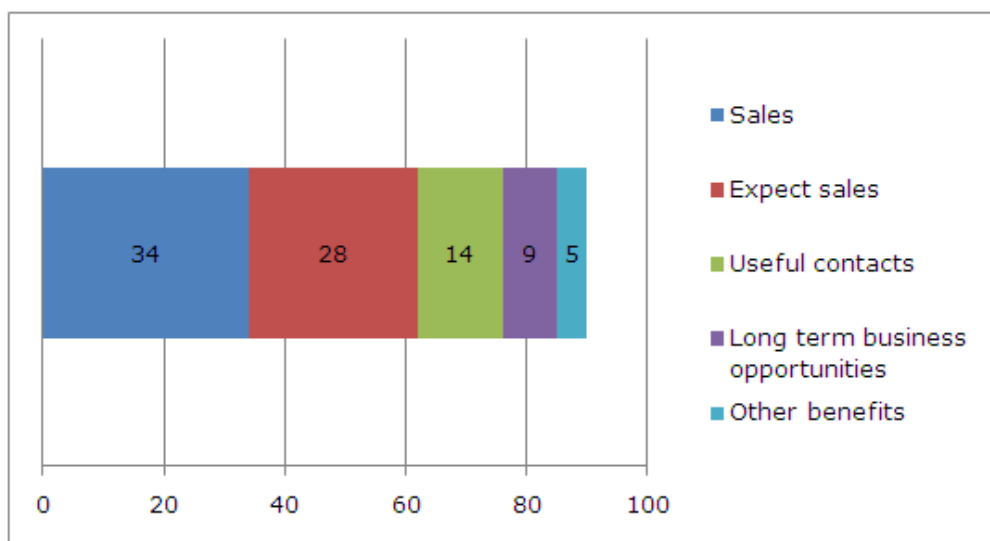


## Why should you participate in an outgoing trade mission?

Research by NL EVD International in September 2010 among 658 participants of trade missions and collective participations in trade fairs in 2009 has shown that **90 percent of the participants benefit from their participation in some way:**



1. **Sales:** 2 out of 3 participating companies secure sales contracts or expect to do so in the near future. The average sales contract amounts to **EUR 75 000**.
2. **Contacts:** Another 14 percent of all participants acquire useful business contacts among foreign and/or other participants of the mission.
3. **Long term business opportunities:** A further 9 percent of all participants see long term business opportunities for their products. Such participants typically indicate that the market is not mature enough for their products at the moment, but that they will monitor the situation on the market as this may be the case in the future.
4. **Other benefits:** Finally, 5 percent indicate they benefited from their participation in another way such as:
  - a. Establishing contacts with dealers, distributors and suppliers.
  - b. Acquiring local market knowledge.
  - c. Acquiring knowledge and contacts for activities in other countries.



Source: 'Resultaten van CPA: Spin off onderzoek 2010', available at:  
[http://www.evd.nl/zoeken/showbouwsteen.asp?bstnum=284570&location=/home/financiering\\_projecten/financiering/programma\\_cpa.asp?land=cpa](http://www.evd.nl/zoeken/showbouwsteen.asp?bstnum=284570&location=/home/financiering_projecten/financiering/programma_cpa.asp?land=cpa)