

**6<sup>th</sup> World Conference of TPOs**  
**Buenos Aires, Argentina, 12-13 March 2007**

**Summary of Conference Evaluation Responses**

Total responses sought: 107  
 Total responses received: 33 (31%)

	<b>Overall event success</b>	8	7	6	5	4	3	2	1	<b>Total replies</b>
		<b>Excellent</b>	<b>Good</b>			<b>Fair</b>		<b>Poor</b>		
1	What is your overall evaluation of the conference?	10%	34%	55%						29
2	Were your objectives in attending achieved?	10%	26%	45%	13%	6%				31
3	Has your understanding improved about the future of TPOs and their need to be innovative to remain effective, relevant and competitive?	6%	34%	31%	28%					32
4	How would you rate what you have learnt during the Conference for practical implementation in your TPOs strategies and operations?		7%	20%	43%	30%				30
5	How would you describe the level of dialogue with participants from other countries?	6%	34%	41%	16%		3%			32

	<b>Customer service / Administration arrangements</b>	8	7	6	5	4	3	2	1	<b>Total replies</b>	
		<b>Excellent</b>	<b>Good</b>			<b>Fair</b>		<b>Poor</b>			
6	How do you rate the management and organisation of this workshop by the host TPO (Fundación Export-Ar)?	13%	52%	23%	10%	3%				31	
7	How do you rate the location (Buenos Aires, Argentina)?	27%	47%	10%	13%	3%				30	
8	How do you rate the Conference facilities (Four Seasons, Buenos Aires)?	26%	58%	6%	6%	3%				31	
9	How do you rate accommodation at your Conference Hotel?	Four Seasons Hotel	40%	60%							5
		Panamericano Buenos Aires		50%	50%						2
		Argenta Towers	13%	25%	25%	38%					8
		Cesar Park	100%								1
		Emperador		80%		20%					5

	<b>Customer service / Administration arrangements</b>	8	7	6	5	4	3	2	1	<b>Total replies</b>
		<b>Excellent</b>		<b>Good</b>		<b>Fair</b>		<b>Poor</b>		
10	How do you rate the simultaneous interpretation in Spanish?	33%	25%	42%						12
11	How do you rate the simultaneous interpretation in English?	26%	42%	26%	5%					19

	<b>Please evaluate the usefulness / quality of each of the Conference sessions / events</b>		8	7	6	5	4	3	2	1	<b>Total replies</b>
			<b>Excellent</b>		<b>Good</b>		<b>Fair</b>		<b>Poor</b>		
12	<b>Day 1, Session 1 - The Trade Environment Trade Challenges &amp; Opportunities in the Latin American Region</b>	TPOs & the Globalization Era: From export promotion to internationalization of the firm	7%	32%	36%	18%	7%				28
			11%	25%	46%	11%	7%				28
13	<b>Day 1, Session 2 - TPO Networks</b>	ATPF: Asia	12%	19%	31%	23%	12%	4%			26
		Benchmarking		33%	25%	21%	17%	4%			24
			4%	29%	25%	21%	21%				24
			9%	17%	22%	43%	9%				23
14	<b>Day 1, Session 3 - Workshops</b>	A. Trade vs. Investments Promotion: Are they alternatives?	17%	28%	44%	11%					18
		B. Trade & Technology	17%	17%	67%						12
		C. Are other TSIs - an aid to national TPO trade promotion efforts?	14%	19%	43%	24%					21
15		Gala Dinner & Presentation of TPO Awards	38%	28%	24%	3%	3%	3%			29
16		ITC Tools Fair	4%	16%	44%	16%	16%	4%			25
17		Cyber Café	6%	6%	38%	44%	6%				16

Please evaluate the usefulness / quality of each of the Conference sessions / events		8	7	6	5	4	3	2	1	Total replies	
		Excellent		Good		Fair		Poor			
18	<b>Day 2, Session 1 - Workshops</b>	A. Foreign Trade Representation: No longer Economic Diplomacy	36%	27%	18%	18%					11
		B. Trade Information and Promotion: now market, product and company specific	13%	31%	44%	13%					16
		C. Promotion of Services now more important than promotion of goods?	29%	7%	57%	7%					14
		D. Is trade promotion a good investment?	44%	19%	25%	13%					16
19	<b>Day 2, Session 4 – Short presentation by each WTPO Award winner</b>	3%	33%	37%	20%	3%	3%			30	
20	Conference Summary	15%	31%	38%	15%					26	
	Closing Session	4%	29%	42%	21%	4%				24	

Please evaluate the usefulness / quality of the following materials		8	7	6	5	4	3	2	1	Total replies
		Excellent		Good		Fair		Poor		
21	Participant's Pack – Presentation Notes / CDs	19%	33%	30%	15%	4%				27