

## **Adopted International Development Trade Mission Measures**

**September 16, 2004**

### **Economic Development and Human Resources Appropriation Subcommittee**

- 1) The international program should provide the names of companies that have gone on trade missions or which have received documented, measurable assistance from the program to the research program. Internally the research program can track their performance, as measured by employment and wages, as they do for companies in other programs like Business Development, Centers of Excellence and the Industrial Assistance Fund.
- 2) International should do a post trade mission survey and ask companies, if exports have increased, if sales have increased etc. and what percent was due to International Assistance.
- 3) An internal baseline survey will allow the department to determine, by industry, what percent of a companies' business is international. This will then be used to compare companies assisted by International to a) their peers in Utah, b) overall Utah exports and c) US exports.
- 4) International should also keep a log of companies counseled, attendees at training, hits on their export directory and other similar process can be used to supplement other measures.
- 5) Basic measures will include the number of companies on trade missions their projected sales and their actual sales. This will be tracked over time. This can also be done for other contracts issued over time.