

**COMPANY PROFILE & EXPORT STRATEGY  
VERMONT 2013 Paris Air Show—Best of New England**

*Please complete this questionnaire as thoroughly as possible. The quality of your experience and caliber of your potential business meetings will depend on the information that you provide.*

**PLEASE USE THE TAB KEY TO NAVIGATE THIS DOCUMENT.**

General Information			
Company Name: _____			
Participant 1 Name: _____ Title: _____			
Participant 2 Name: _____ Title: _____			
Participant 3 Name: _____ Title: _____			
Address: _____			
City, State, Zip: _____			
Tel: _____	Ext: _____	Fax: _____	e-mail: _____
Cell: _____		Intl: _____	e-mail: _____
Web page address: _____			
<input type="checkbox"/> My company gives its consent to releasing its name to the media regarding our participation in this trade mission.			
<input type="checkbox"/> I understand that my participation in the Paris Air Show trade mission is funded in part through a grant award with the U.S. Small Business Administration and that my company must meet SBA small business eligibility criteria and commit to reporting sales metrics through completion of trade mission evaluations following the trip.			
<input type="checkbox"/> I have signed and submitted a Debarment Certification Form to the VGTP as per U.S. Small Business Administration requirements.			
<input type="checkbox"/> I have submitted a signed, Self-Representation Form to the VGTP confirming that my company meets the U.S. Small Business Administration's criteria as an "eligible small business concern."			
Please describe your company. Include year founded, number of employees, annual domestic and international sales, position in industry, and description of activities (manufacturing, distribution, etc.). _____			

### Product Description

1. Please provide a non-technical description of your product or services. Please provide web links to product literature, brochures, catalogs, etc.

\_\_\_\_\_

2. Who are the most important end-users of your product? Please give a description of how they use your product. (Example: “Steel mills use our chemicals as an anti-corrosive before shipping” and “automobile manufacturers use the same chemical as an anti-corrosive for the frames”)

\_\_\_\_\_

### Product Distribution

1. How do you currently distribute your product domestically? (Example: through distributors, agents, catalog sales, directly to end user, etc.)

\_\_\_\_\_

2. Do you currently distribute your product internationally? If so, in which countries and how? (Example: through distributors, agents, foreign sales representatives, export trading companies)

\_\_\_\_\_

3. What related products might an agent/distributor of this product also handle?

\_\_\_\_\_

4. Are you or have you been represented in EU (or elsewhere internationally)? If so, please provide the name and address of your representative(s) to aid us in avoiding inappropriate contact. Please specify if your representative is aware of your efforts to seek representation in the EU or elsewhere through participation in the Paris Air Show and Exhibition.

\_\_\_\_\_

**Market Information**

**1. Who are your principal U.S. and foreign competitors?**

\_\_\_\_\_

**US**

\_\_\_\_\_

**FOREIGN**

\_\_\_\_\_

**2. Are you aware of your competitors' activity in the EU or at the Paris Air Show? If so, please describe:**

\_\_\_\_\_

**3. Please describe your company's/ product's competitive advantages (Example: "the quality of our products is superior because...." or, "Our pricing is approximately 25% lower" or, "Our warranty provides twice the coverage of our competition" etc.)**

\_\_\_\_\_

**4. OTHER INFORMATION?**

\_\_\_\_\_

## Goals and Objectives

1. What are your company's goals and objectives for this trade mission?

\_\_\_\_\_

2. Indicate the type(s) of business relationships you seek to develop at the Paris Air Show:

Agent

End-User (describe below)

Distributor

Other (describe below)

Joint-Venture Partner

**IMPORTANT:** If you currently utilize distributors, agents or representatives, list specific capabilities you are looking for in a potential business partner: (For example: size, market penetration, after sales service, technical ability, etc.)

Comments:

\_\_\_\_\_

3. List specific companies and or associations that you would like to meet with at the Paris Air Show:

\_\_\_\_\_

4. Are there any Government Agencies that you would like to meet with at the Paris Air Show? If so please specify:

\_\_\_\_\_