SIDO
STATE INTERNATIONAL DEVELOPMENT ORGANIZATION

PERFORMANCE MEASURES FOR U.S. STATE INTERNATIONAL TRADE AGENCIES

JUNE 2026

SIDO 2026 PERFORMANCE METRICS REPORT

EXECUTIVE SUMMARY

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Presented By :

SIDO & IBG Global

FOREWARD

In an increasingly complex and competitive global economy, U.S. state international trade offices play an essential role in advancing economic development, including by helping businesses—particularly small and medium-sized enterprises (SME)—enter and navigate foreign markets successfully. These efforts drive domestic job creation and strengthen global supply chains.

Expectations for accountability in program effectiveness, transparency in allocation of resources, and measurable impact to both SMEs and state economies are high priorities. Policymakers, funders, and stakeholders rightly expect clear evidence that public investments in international trade promotion deliver real economic value. Demonstrating clear, tangible program outcomes has become even more paramount as states face fiscal constraints and uncertainty around federal funding sources.

The State International Development Organizations (SIDO), a nonprofit, nonpartisan, member-based organization, is dedicated to supporting state trade offices and serves as a central resource to help states enhance their international trade strategies, including sharing best practices on developing effective performance frameworks. In that spirit, SIDO collaborated with IBG Global LLC to prepare this report, which examines how U.S. state trade agencies and international trade agencies measure program performance. Findings highlight both the strengths of current practices and the importance of improving long-term impact measurement, efficiency analysis, and benchmarking. Ultimately, SIDO hopes this report will strengthen U.S. state trade programs by advancing a more strategic, outcomes-driven approach.

I want to thank IBG Global LLC for its partnership and assistance in preparing this report. I also commend SIDO members for their openness and candor in sharing data, experiences, and perspectives. It is my hope that this report serves as a practical tool to help state trade offices strengthen their performance reporting, communicate value more effectively, and position themselves for long-term success in a rapidly evolving global trade environment.

Emily Desai
Chief Deputy Director at the Governor's Office of Business and Economic Development (GO-Biz)
Current SIDO President

EXECUTIVE SUMMARY

International trade is a cornerstone of U.S. economic growth, competitiveness, and job creation. In 2025, the United States exported more than **$3.4 trillion** in goods and services, accounting for roughly **11 % of U.S. GDP** and supporting millions of high-paying jobs nationwide. [1] Firms that export pay higher wages, demonstrate stronger productivity, and are more resilient to economic shocks than non-exporting firms.

Despite these benefits, **only a small share of U.S. companies export**, underscoring the critical role of U.S. state international trade offices (hereinafter referred to as States). These offices serve as frontline partners to businesses by delivering critical trade promotion programs and services, including export counseling and training, market research, trade missions, trade shows, and buyer identification services, often filling market gaps that the private sector does not address.

As state trade programs face constrained budgets and uncertainty around predictable federal funding, the ability to demonstrate program impact has become central to program sustainability. Yet States vary widely in how they define success, which performance metrics they track, and how those metrics are used to justify investment.

Similarly, foreign countries also have international trade agencies (hereinafter referred to ITAs) that provide many of the same (or more) services as States for companies in their country. They share the same goal of helping companies export, but have unique funding structures, operations, and relationships with policymakers that influence what metrics they track and how they use them.

This survey was conducted by the State International Development Organizations (SIDO) and IBG Global, LLC. We received responses from 28 U.S. states trade offices (States) and 17 international trade agencies (ITAs) that identified:

- The most commonly used performance metrics
- How trade agencies collect data
- Differences in how States and ITAs prioritize and apply metrics
- Recommendations for the use of metrics in U.S. state international trade offices

Key findings show the most commonly used reporting metrics by States include export sales reported by clients, also referred as customers (93%), written impact narratives (76%) and the number of companies counseled/served (71%). The majority of States (88%) use a survey to collect the information from companies, with 75% of States requiring the company to fill out the survey; and 65% collecting the information as part of an application.

By contrast, ITAs emphasize the number of companies counseled/served (88%), written impact narratives (71%), and a three-way tie including new clients onboarded, new markets entered, and trade programs executed (65%). All the ITAs utilize a survey to collect client information, with 35% also collecting the information as part of a program application.

This report shows that States and ITA differ markedly in how they prioritize their metrics and evaluate their programs in the short-term and long-term. A full survey comparing States and ITA is found at the end of this report.

The report concludes with recommendations to help state trade offices modernize performance frameworks, strengthen funding request narratives, and more clearly demonstrate public return on investment.

THE IMPORTANT ROLE OF STATE TRADE OFFICES AND PROGRAMS

International trade is vital to the long-term health of the United States (U.S.) economy. With approximately **95% of the world's consumers living outside the United States**, sustained economic growth depends on the ability of American firms—particularly small and medium-sized enterprises (SMEs)—to compete globally.

The U.S. is one of the **world's top three exporting nations. In 2025**, total U.S. exports of goods and services reached a **record $3.4 trillion**, which accounts for 11% of U.S. gross domestic product.

International trade supports **tens of millions of U.S. jobs** across the economy. In 2023—the most recent year with complete employment modeling—**nearly 9.8 million U.S. jobs were directly supported by exports**, including approximately **5.7 million goods-producing jobs and 4.0 million service-sector jobs.** [2] Export-supported jobs consistently pay more than the national average, with studies showing a **wage premium of approximately 13%–18%** for workers in export-intensive industries. [3] This premium reflects higher productivity, greater capital investment, and stronger firm performance among exporting companies.

The benefits of exporting are clear. However, only a small percentage of companies in the U.S. currently export their products or services and many face structural barriers to exporting, including:

- Limited access to reliable market intelligence and resources
- High upfront costs of market entry
- Regulatory and compliance complexity
- Difficulty identifying trustworthy foreign partners and buyers

State international trade offices help overcome these barriers by providing multiple services that reduce risk, lower costs, and accelerate export readiness. These programs enhance economic resilience by helping firms diversify into foreign markets and reduce over-reliance on domestic demand.

State trade programs represent a critical public-private partnership designed to address exporting challenges. Given limited public resources and competing demands on state budgets, policymakers must be educated on why trade promotion remains a defensible and beneficial investment.

To measure the performance of States, it is necessary to understand the nature of services offered. Below is a list of services provided to exporters by States according to the 2025 SIDO Annual Survey that was completed by 46 states and Puerto Rico.

Answers	Count
Trade missions	44
Trade shows	42
Client export counceling	38
Training programs and seminars	34
Export readiness training	32
Overseas offices or representatives	31
Market research	31
Market entry strategy development	28
Identifying suppliers abroad for companies in your state	19
Agent distributer searches	18

WHAT METRICS DO STATES COLLECT?

The most commonly used reporting metrics by States include export sales reported by clients (93%), written impact narratives (76%) and the number of companies counseled/served (71%). Many States collect information as part of the reporting process for federal grants like the U.S. Small Business Administration's STEP grant.

At its simplest, tracking export sales helps States understand how their service helped yield export sales for their client(s), measured in the dollar value of the sale(s). This metric is foundational for developing the ROI for related programs and events. It is also used as an input for estimating the number of jobs created.

However, the accuracy of this performance metric is dependent on the client's response. Many clients hesitate to provide governments (both federal and state) information on their company sales, which inhibits the States' ability to obtain an accurate measurement of their program.

Many states have adopted other or additional performance metrics that rely less on client reporting and more on what service the State delivered, including in the form of written impact narratives from clients (76% surveyed)and tracking the number of clients counseled (71%). These metrics help evaluate both the customer experience and can provide a measurement of the reach of the State program, both of which can then be compared to States' budget to gauge program effectiveness.

Measuring the number of clients counseled provides a clear understanding of how the State uses their resources to support clientsand reflects Stateoutput as opposed to performance measures that track an individual company's success. It thus raises the question whether state trade offices that provide counseling to a company, even though the company did not have an export sale in the short term might be using performance measures that do not reflect the long-term nature of export development.

Jobs creation is another key performance metric regularly asked by policymakers. Translating export sales to jobs supported or created is a complex exercise given the long-term nature of obtaining export sales and the reluctance of companies to share proprietary sales information, including with government agencies. According to the survey, 53% of States collect metrics from clients on jobs directly created by the export activity, and 29% track indirect jobs supported. Examples of indirect jobs include a logistics company driving goods to the port or a bank providing the financing. A general calculation used by international and federal trade organizations is every $1 million in U.S. export creates or supports 5-7 jobs. [4]

HOW DO STATES COLLECT INFORMATION?

The majorityof States (88%) use a survey to collect the information from companies, with 75% of States requiring the company to complete the survey; and 65% collecting information as part of an application for funding or for participation in programs, e.g. a trade event.

As mentioned, many States collect information as part of the reporting process for federal grants like the STEP grant. When asked how frequently they survey companies, 29% reported semi-annual while another 29% surveyed companies annually. Other States reported surveying clients after trade events and programs in order to measure the specific ROI for that event/program.

WHAT METRICS DO ITAS COLLECT?

In contrast to States, the performance metrics most widely used by ITAs include number of companies counseled/served (88%), written impact narratives (71%), and a three-way tie of number of followed by new clients onboarded annually (65%), number of new markets entered (65%), and number of trade programs executed (65%).

Only 59% of ITAs track actual export sales and only 24% of those surveyed use ROI calculations in their performance metrics. ITAs conduct cost-benefits analyses of specific trade activities (trade shows, trade missions, etc.) before committing to attending said event the following year more regularly than States, with 63% of ITAs conducting such analyses.

ITAs make a point of assisting clients enter multiple export markets, perhaps out of necessity due to the small size of indigenous economies, with 87% of ITA’s tracking the number of international markets entered by their clients. Similarly, ITAs place more importance than States on assisting clients enter multiple export markets over a sustained period, with 100% of ITAs tracking long-term impacts.

Finally, ITAs regularly assess the trade events (shows, missions, etc.) in which they participate with 60% of ITAs tracking costs per trade event in which they participate.

Several key differences between States and ITAs are notable:

- States rely heavily on export sales and ROI reporting, likely due to federal grant reporting requirements like the STEP grant program.
- ITAs place a stronger emphasis on measuring client satisfaction and long-term outcomes.
- States conduct internal benchmarking (78%) while ITAs do external benchmarking (73%).

HOW DO ITAS COLLECT INFORMATION?

From the survey, every ITAs utilizes a survey to collect client information, with 35% also collecting information as part of an application. The vast majority (94%) require companies to participate in a survey.

When asked how frequently they survey companies, the majority of ITAs survey companies annually (33%), followed by quarterly (27%), and semi-annually (13%).

Like States, many (20%) survey clients after specific trade events.

RECOMMENDATION FOR STATES ON DEVELOPING PERFORMANCE METRICS

When developing international trade development program performance metrics, States would do well to consider these foundational principles and recommendations.:

- **Avoid complex methodologies:** Develop clear and concise metrics that are easy to collect, understand, and explain to stakeholders.

- **Understand and mitigate data collection limitations:** Many companies hesitate to provide detailed sales to public officials, which limits the ability to fully measure the program.

- **Align Metrics with Overall Agency Goals:** This will result in increased coordination between the State's broader economic development goals and establish a more accurate comparison across programs.

- **Data management:** Assign responsibility for performance metrics to a dedicated team member to ensure consistency in procedures and maintain data integrity. Make sure to align your metrics with your client management software, such as Salesforce, to improve data retention and efficiency.

IDEAS STATES CAN ADOPT FROM ITAS TO STRENGTHEN PERFORMANCE METRICS

The survey revealed several key differences betweenStates and ITAs:

- States rely heavily on export sales and ROI reporting, likely due to federal grant reporting requirements like the STEP grant program.
- ITAs place a stronger emphasis on measuring client satisfaction and long-term outcomes.
- States conduct internal benchmarking (78%) whileITAs do external benchmarking (73%).

These differences offer opportunities for States to adjust current performance metrics to result in a more holistic position of their program impact. Below are some ideas for States to consider.

1. TRACK LONG-TERM CLIENT OUTCOMES

All ITAs surveyed track long-term impacts, whilemany States focus only on short-term sales. States could consider:

- Deploying multi-year, high-level follow-up surveys(3–5 questions)
- Tracking whetherclients sustain exporting, not just whetherthey start
- Monitoring sustained participation in programs as a proxy for long-term value

This reducesdependence on immediate export sales and better reflectsthe long arc of export development.

2. MEASURE MARKET EXPANSION, NOT JUST SALES

ITAs track number of new marketsentered (87%) a metric less sensitivethan sales data and more reflective of national goals. States could track:

- New markets entered
- Number of marketstargeted with State support
- Market diversification (e.g.,reducing reliance on a singlecountry)

This shiftsthe focus from “Did you close a deal?” to “Did we help you expand your global footprint?”

3. ADOPT REGULAR COST-BENEFIT ANALYSIS OF TRADE ACTIVITIES

ITAsconduct cost-benefit analysesfor 63% of trade activities.
States could apply similaranalysis to:

- Trade missions
- Trade shows
- Virtual matchmaking
- In-state export training programs

This helps justify budgets and optimize resource allocation—even when sales data are incomplete.

4. USE WRITTEN IMPACT NARRATIVES MORE STRATEGICALLY

Both States and ITAs use narratives, but ITAs rely on them to capture long-term, qualitative value.
States could:

- Standardize narrative templates
- Capture stories of market entry, partnerships, or capacity building
- Use narratives to supplement incomplete sales data

Narratives help policymakers understand impact beyond numbers.

5. ADOPT EXTERNAL BENCHMARKING PRACTICES

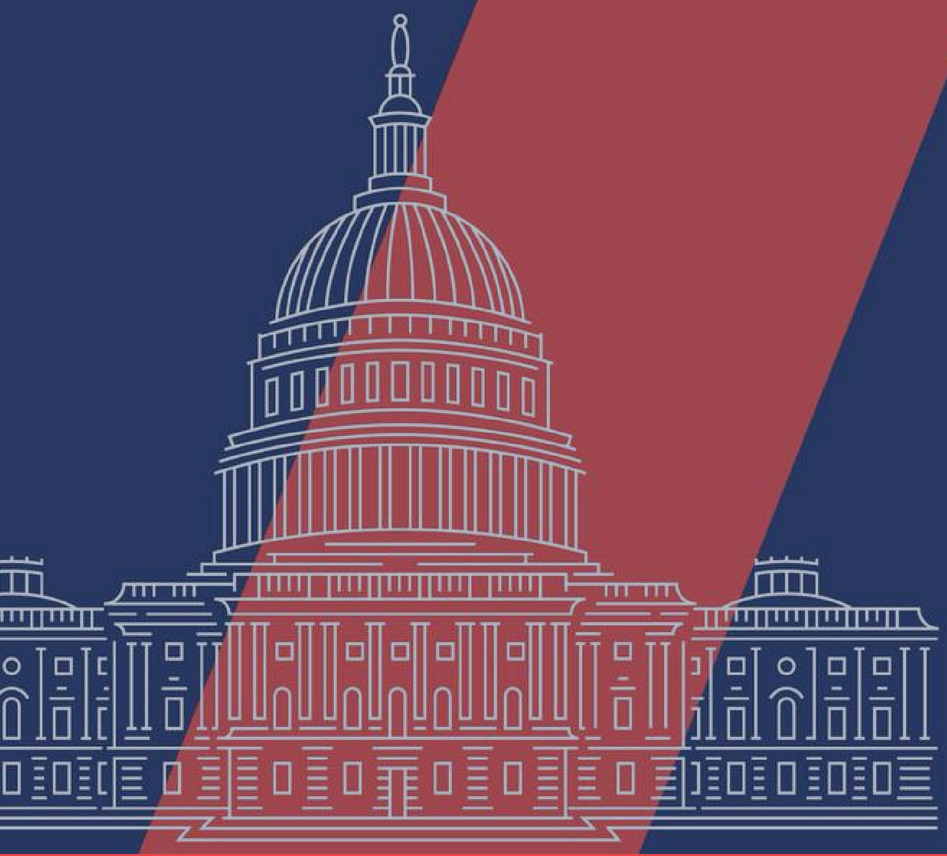
States benchmark internally (78%), while ITAs benchmark externally (73%). States could benchmark against:

- Peer States
- Similar-sized trade programs
- Regional export performance indicators

This helps contextualize performance and identify best practices.

[1] https://www.bea.gov/
[2] https://www.trade.gov/feature-article/otea-publications
[3] https://ustr.gov/archive/Benefits_of_Trade/States/Section_Index.html
[4] ITA, Economic Policy Institute and OECD

SIDO PERFORMANCE METRICS SURVEY 2026



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SIDO 2026 PERFORMANCE METRICS REPORT

QUESTION 2

WHAT INFORMATION DOES YOUR AGENCY USE TO EVALUATE THE PROGRAMS AND SERVICES THAT YOU PROVIDE TO EXPORTERS (CHOOSE AS MANY AS APPLY)

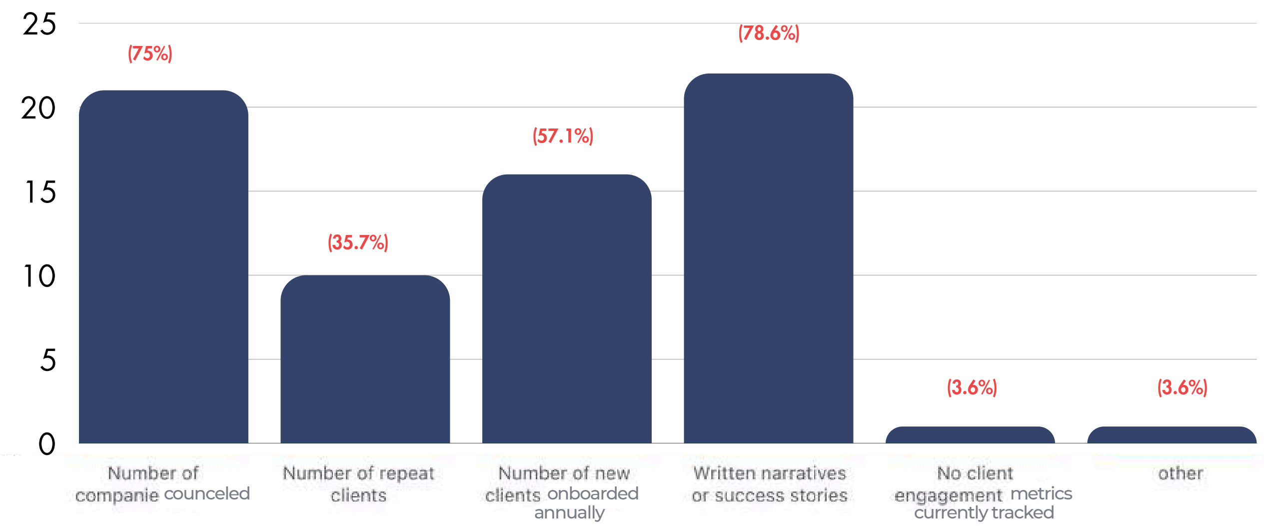
Choices	Responses	Percentages
Projected export sales reported by clients	18	64.3%
Actual export sales reported by clients	26	92.9%
Number of companies counseled/served	21	75.0%
Number of new clients onboarded annually	15	53.6%
Written impact narratives or success stories	22	78.6%
Number of new to export companies served	20	71.4%
Number of new markets entered	10	35.7%
Jobs directly created by export activity	16	57.1%
Jobs indirectly supported by export activity (i.e. bankers, transportation, etc.)	8	28.6%
Number of trade programs executed (shows/missions, trainings, etc.)	17	60.7%
Client satisfaction surveys/net promotor scoring	15	53.6%
Tax revenue generated from export activity	2	7.1%
Cost-benefit analysis of program expenditures	3	10.7%
ROI of specific grants or programs	15	53.6%
Longterm growth of exports over 3 plus years	3	14.3%
other	-	-
• Client Engagement / Activity, Key Clients, Client Site Visits, Counties Visited	1	3.6%
• New Members/Member Retention	1	3.6%

QUESTION 3

EXPORT SALES METRICS: WHICH EXPORT SALES METRICS DOES YOUR AGENCY TRACK?

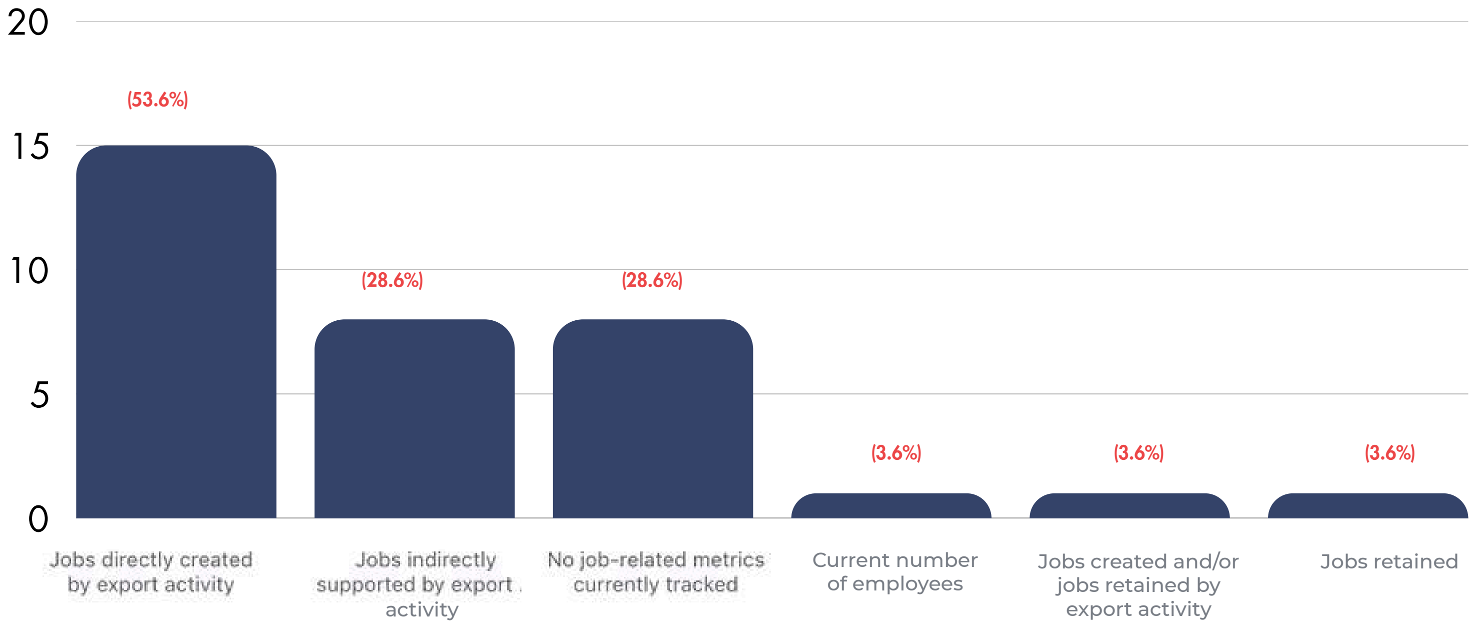
QUESTION 4

CLIENT ENGAGEMENT METRICS: WHICH CLIENT ENGAGEMENT METRICS DOES YOUR AGENCY TRACK?



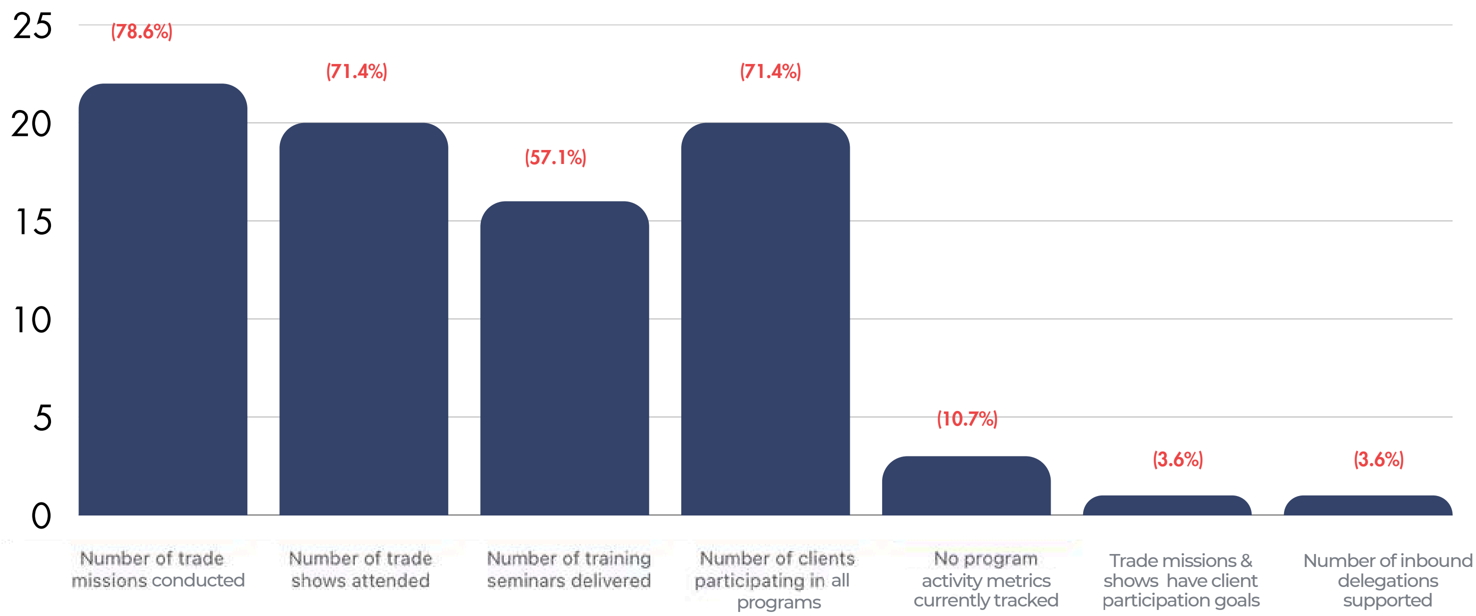
QUESTION 5

JOB CREATION & JOBS SUPPORTED: WHICH JOB-RELATED METRICS DO YOU TRACK?



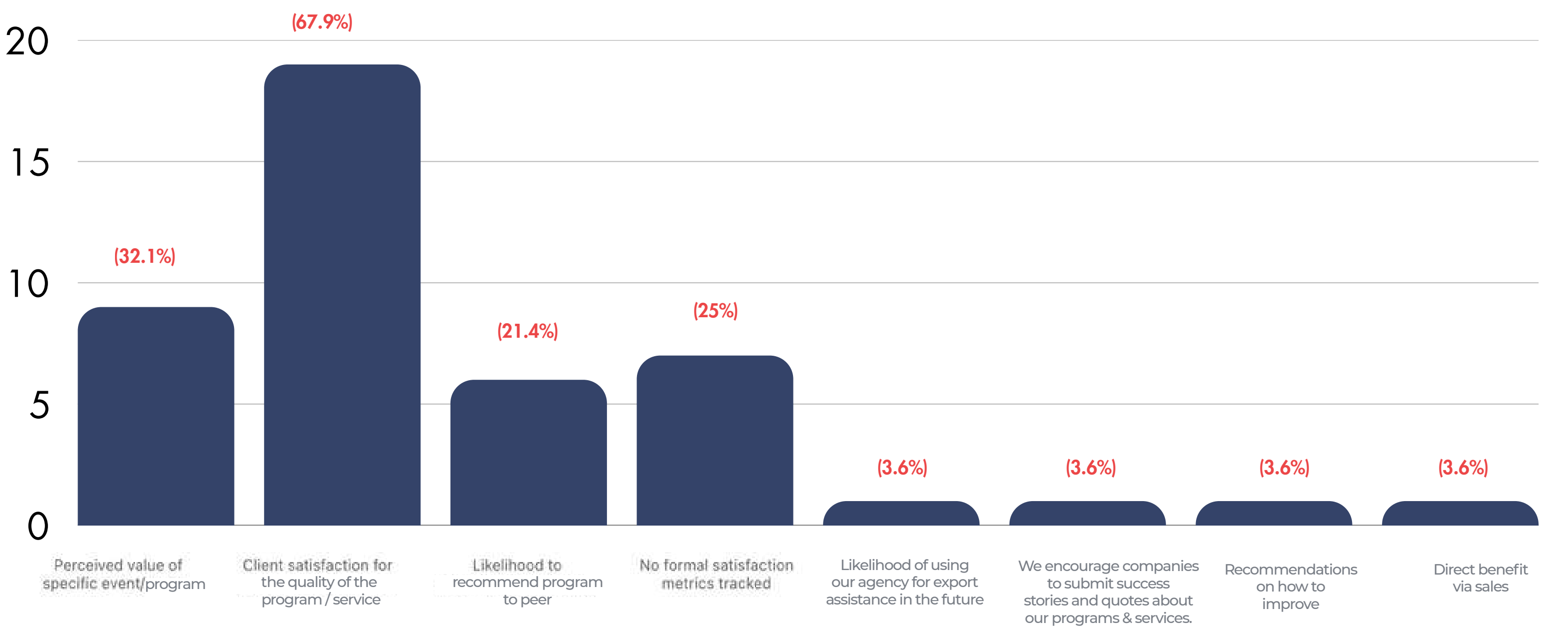
QUESTION 6

PROGRAM ACTIVITY METRICS: WHICH ACTIVITY-BASED METRICS DO YOU TRACK?



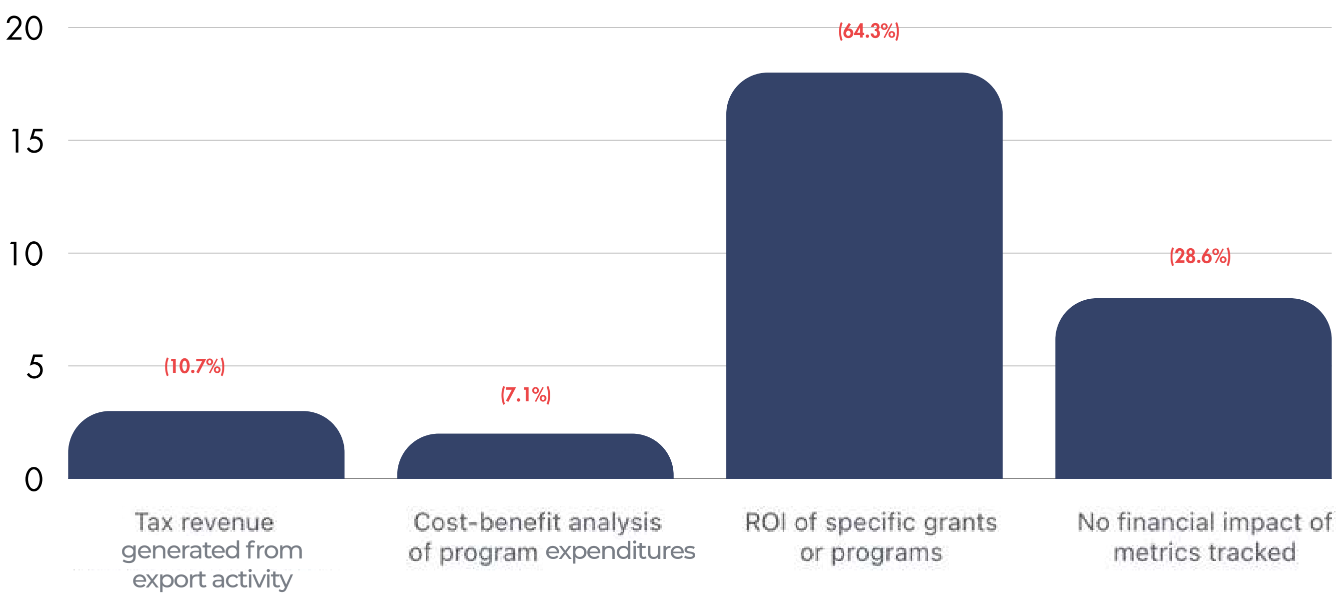
QUESTION 7

CLIENT SATISFACTION: WHICH CLIENT SATISFACTION METRICS DO YOU TRACK?



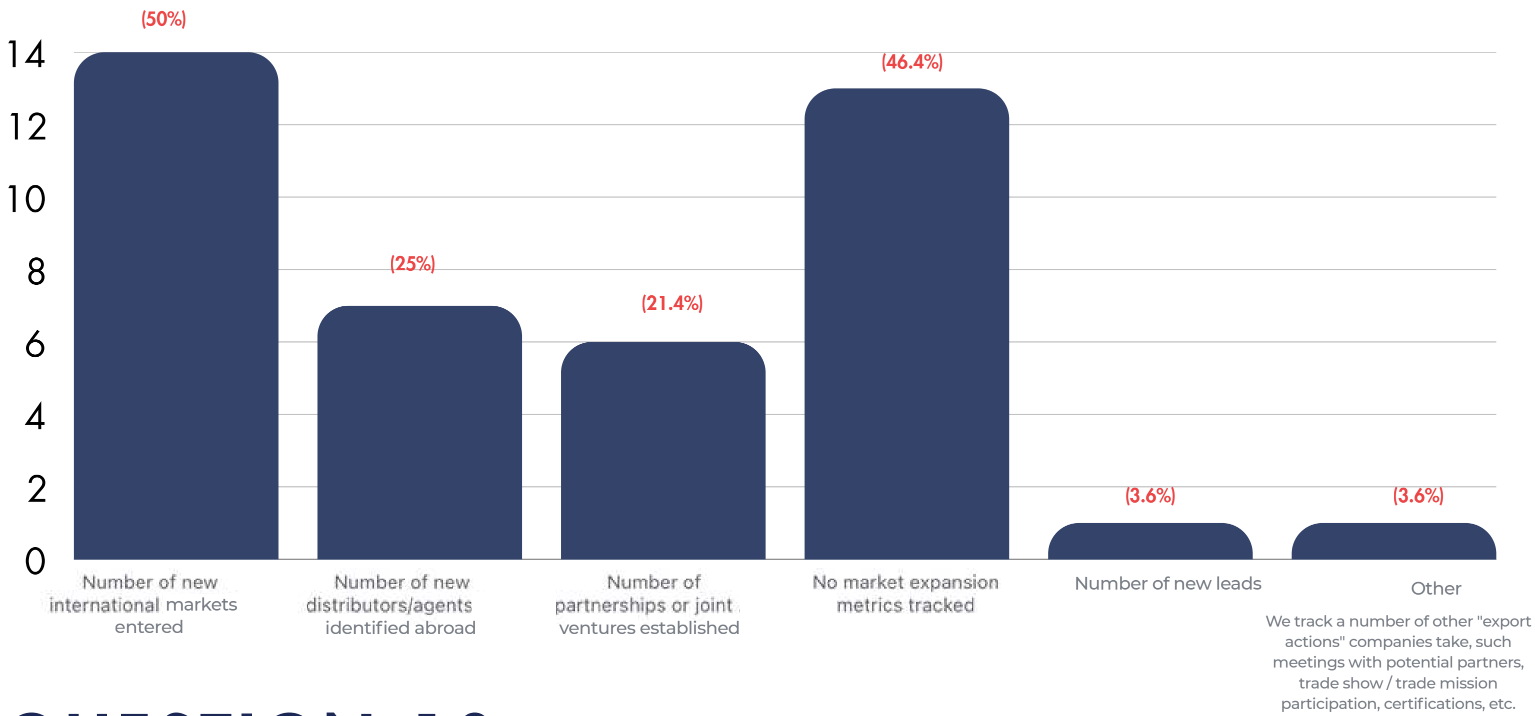
QUESTION 8

FINANCIAL IMPACT: WHICH FINANCIAL IMPACT METRICS DO YOU TRACK?



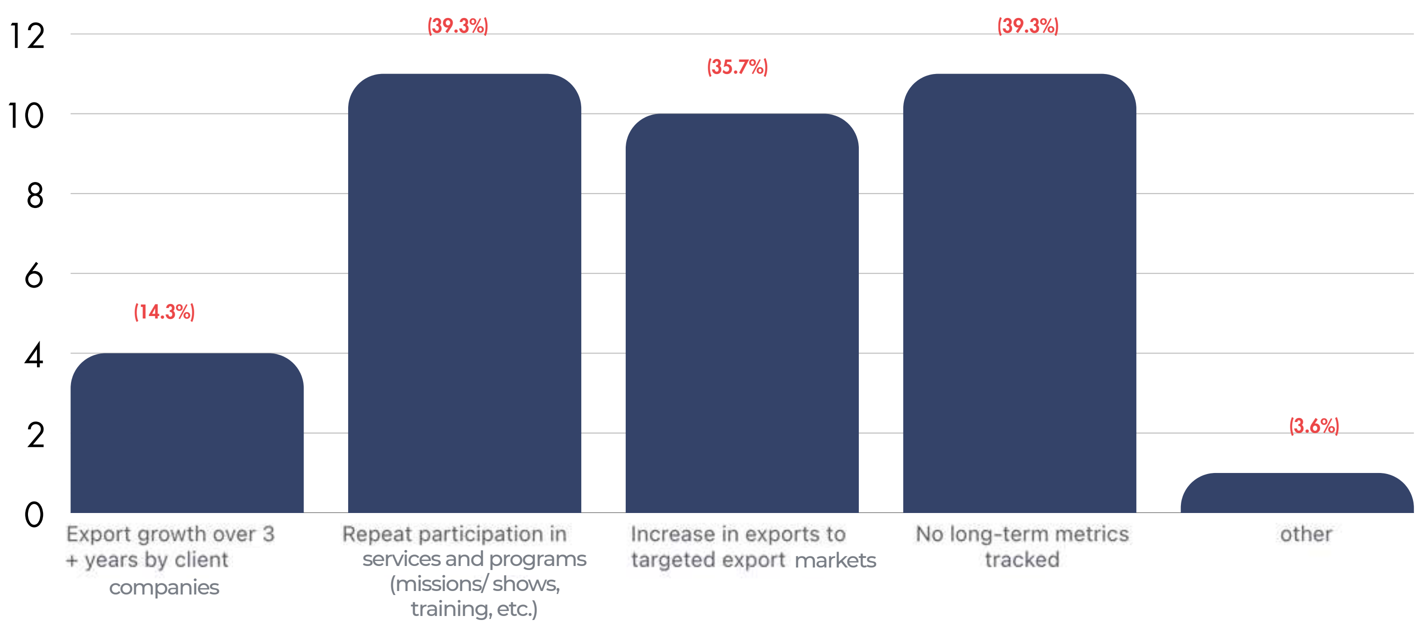
QUESTION 9

MARKET EXPANSION: WHICH MARKET EXPANSION METRICS DO YOU TRACK?



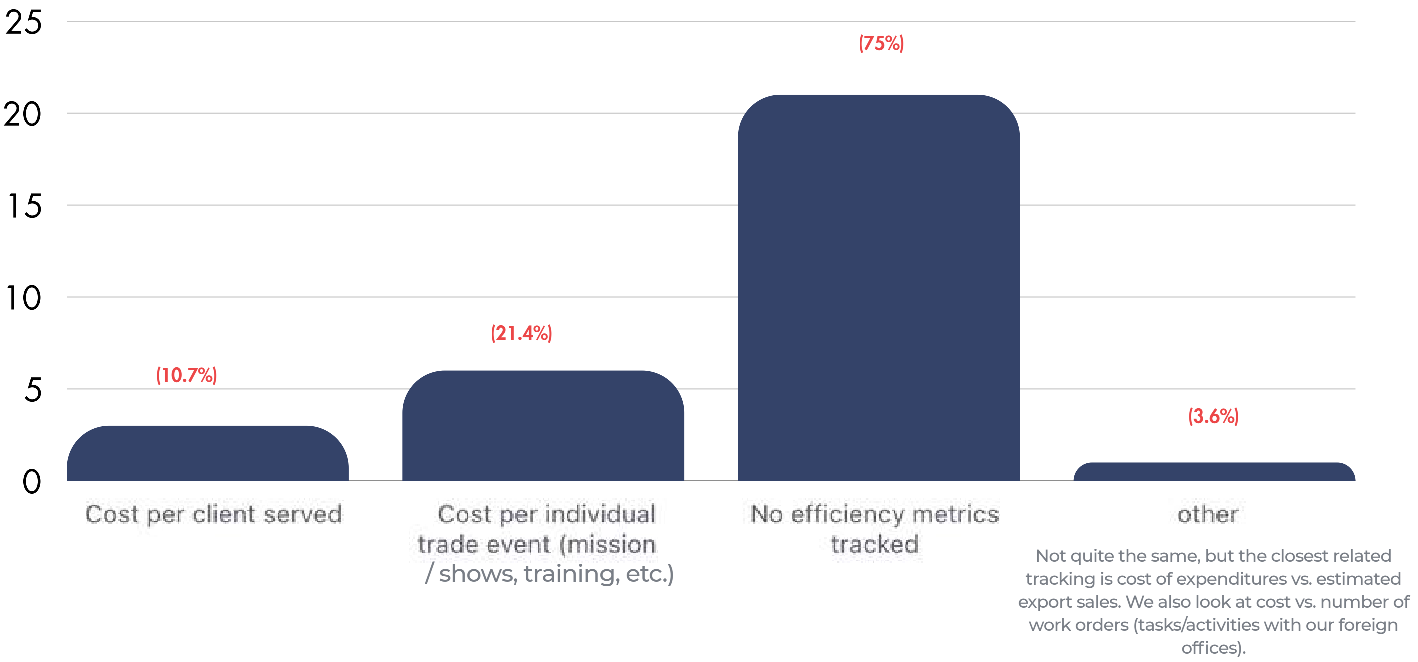
QUESTION 10

LONG-TERM: WHICH LONG-TERM IMPACT METRICS DO YOU TRACK?



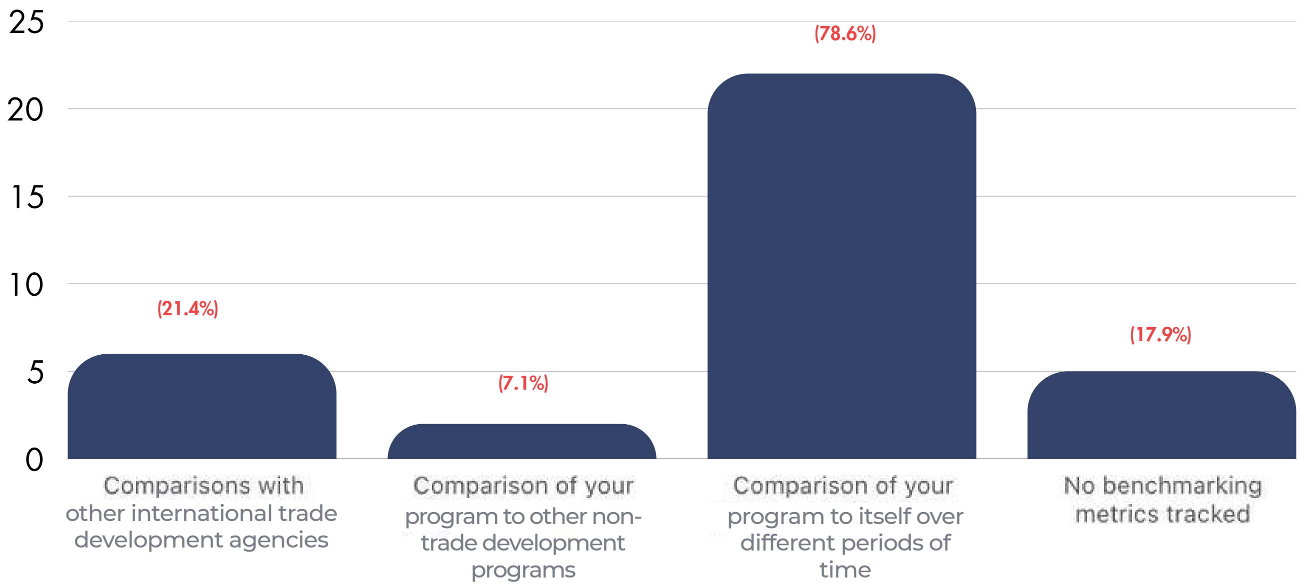
QUESTION 11

EFFICIENCY: WHICH EFFICIENCY METRICS TO YOU TRACK?



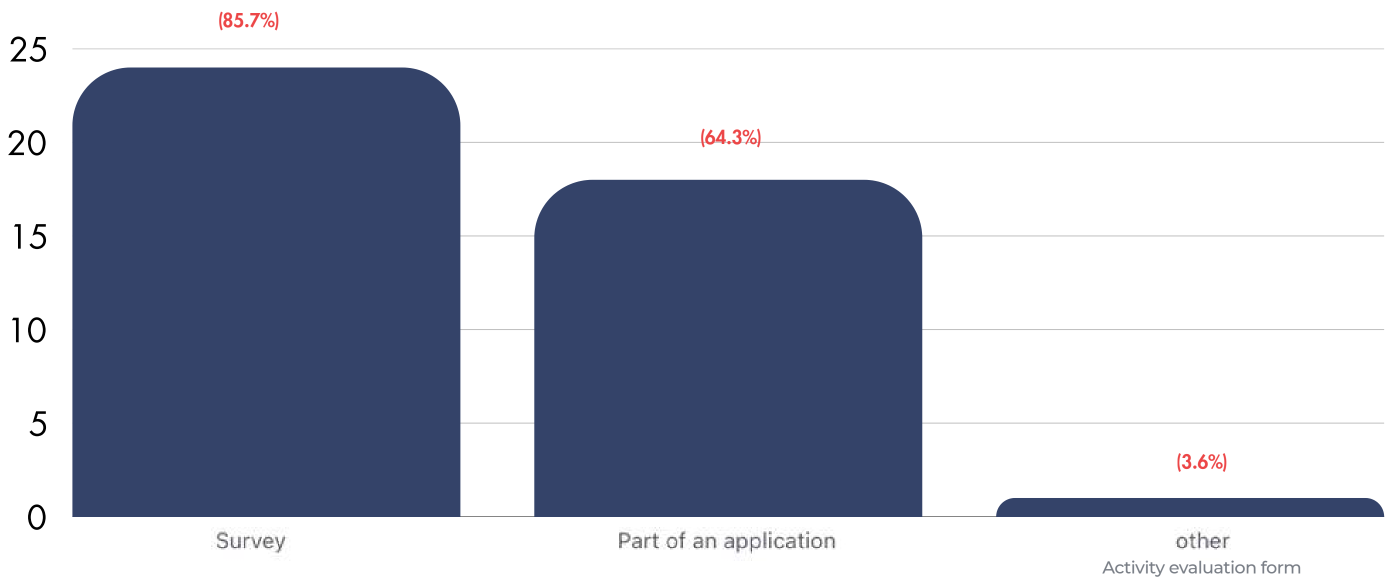
QUESTION 12

BENCHMARKING: WHICH BENCHMARKING METRICS DO YOU TRACK?



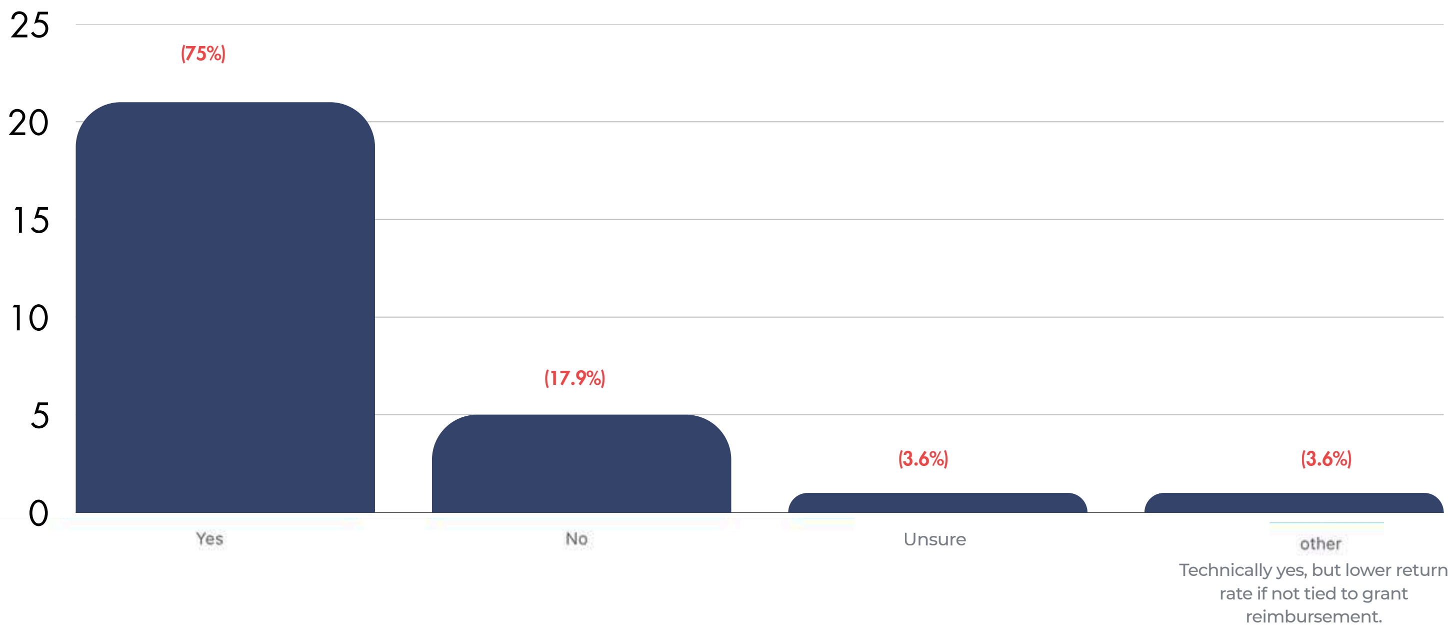
QUESTION 13

METHODOLOGY: HOW DO YOU COLLECT PERFORMANCE MEASURE INFORMATION FROM YOUR COMPANIES?



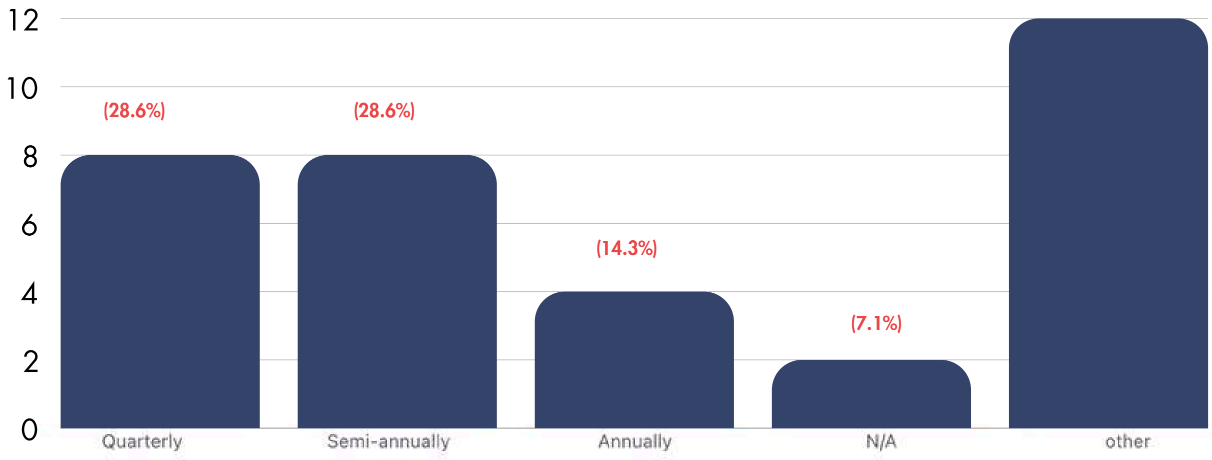
QUESTION 14

ARE SURVEYS REQUIRED?



QUESTION 15

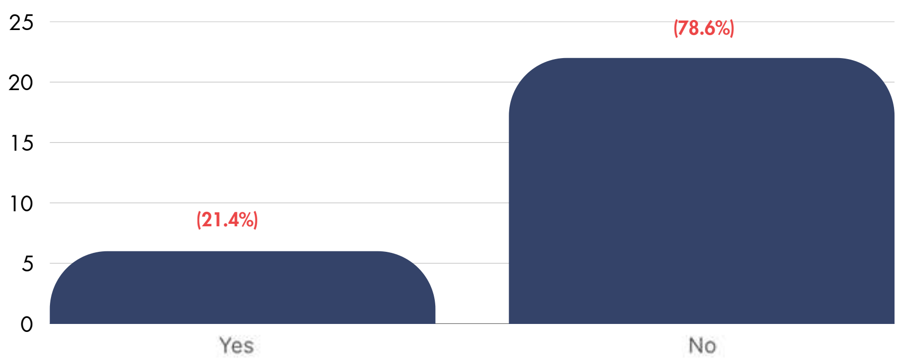
HOW FREQUENTLY DO YOU SURVEY COMPANIES?



Other:
- (3.6%) - Post Event Survey
- (3.6%) - Ad hoc/post participation
- (3.6%) - Per event or activity
- (3.6%) - Per project/mission
- (3.6%) - Surveys are sent twice a year for 4 years after the completion of an export activity
- (3.6%) - When they submit for STEP reimbursement
- (3.6%) - When they complete STEP reimbursement request
- (3.6%) - 3 times total. At time of reimbursement, 6 months, and 1 year after.
- (3.6%) - Following activities they have participated in
- (3.6%) - Usually based after end of trade mission/event, tradeshow , etc.
- (3.6%) - Upon completion of work order or grant activity
- (3.6%) - Per activity

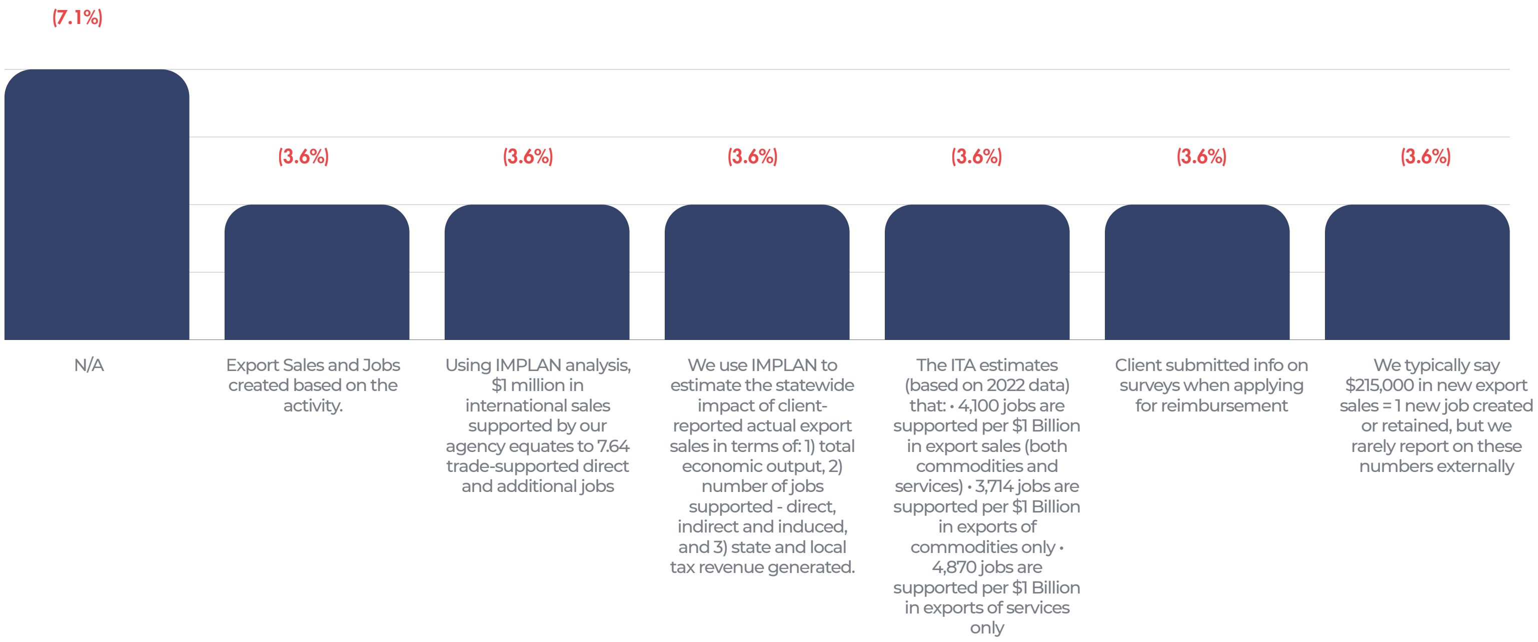
QUESTION 16

DO YOU APPLY ANY METHOLOGIES OR MULTIPLIERS IN YOUR CALCULATIONS OR DATA AGGREGATION? FOR EXAMPLE, $XXX IN EXPORT SALES = YYY JOBS CREATED



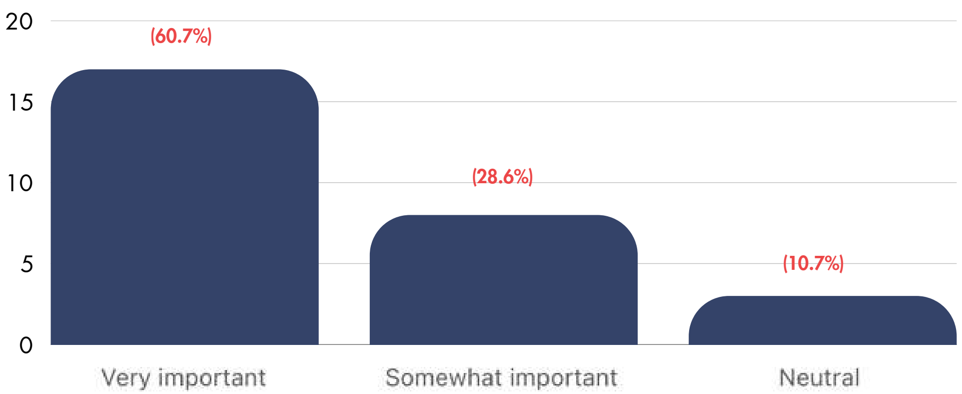
QUESTION 17

IF YES, PLEASE EXPLAIN.



QUESTION 18

RESOURCING AND RECOMMENDATIONS: HOW IMPORTANT ARE PERFORMANCE METRICS IN OBTAINING ADDITIONAL FUNDING OR MAINTAINING EXISTING FUNDING FOR YOUR TRADE AGENCY?



QUESTION 19

RANK THE IMPORTANCE OF PERFORMANCE METRICS IN OBTAINING OR MAINTAINING FUNDING.

Export sales metrics	(27%)
Client satisfaction metrics	(7%)
Financial impact metrics	(10%)
Client engagement metrics	(19%)
Program activity metrics	(13%)
Job creation and jobs supported metrics	(15%)

(Answers below reflect the total number of responses for the top three ranked answers by each state.)

QUESTION 20

WHAT ADVICE WOULD YOU OFFER TO OTHER INTERNATIONAL TRADE DEVELOPMENT AGENCIES ABOUT THE USE OF PERFORMANCE METRICS?

"Keep an open communication channel with your companies, attend as much events in your state trying to identify new to export companies!

"Relationships with stakeholders are by far the most important. Engaging them and involving them in programming goes a long way to demonstrate value. Metrics are an important backstop

"Agencies should regularly review and update their performance metrics and methodologies to ensure they are accurate, transparent, and relevant.

"What do you want to know or what is the end result, then work backwards from there.

"Try to get periodic updated statistics.

"They are extremely helpful when it comes time for the next STEP application, or any other grant application you may be thinking of.

"Consider using IMPLAN (or similar) to estimate the statewide economic impact of client-reported actual export sales.

"Tailor these to your specific program.

"Consistency is key. Having said that, we are re-evaluating the metrics we report on and how we report them to our stakeholders and state legislature, especially with the uncertainty around STEP. Looking forward to hear how other states report metrics.

QUESTION 20

> Include in your STEP reimbursement process (required survey completion before any reimbursement goes out)

> Data tells a story stakeholders pay attention to. Testimonials are the most memorable stories you can tell.

> We are currently re-evaluating and updating trade/export metrics which will best allow us to better meet and exceed our KPMs. The majority of what was answered and completed via this survey form is based on STEP metrics/completed surveys.

> Only collect once per activity

> Tracking ROI by company (for STEP) is an efficient tool to determine future eligibility

> Be precise and require the data from the companies. anything voluntary tends to not be a priority for the companies.

> Develop metrics based on department mission & goals, create individual metrics with experience & position as a couple of the key indicators, evaluate team & individual metrics regularly with staff

> To keep the program simple & keep it on a set schedule. Make sure to keep performance metrics on a dedicated team member to ensure procedural consistency and data integrity. Make sure to align your metrics with your client management software such as Salesforce to improve data retention and efficiency.

> Since taking over STEP back in 2022, we only tracked the metrics required by SBA. California would be interested in learning the metrics that other states track and how they utilize those metrics to request state funding. What have states found to be the most impactful metrics.

> If data requests came from federal source, it might encourage more clients to provide results

> Determine need, audience and oiutcome

> We are currently working through an overhaul of our performance metrics so I am in need of advice more than being in a position to offer it.

> With STEP funds no longer guaranteed, robust performance metrics are essential to help secure state funding

> To develop streamlined and if possible, automated metric reporting systems for clients. Additionally, we use verbiage in our grant terms and conditions that stipulates clients must report data otherwise they may not be considered for funding through to that specific program in the future.

> Use your metrics to tell your story and why your work is important.

> We have learned that it is better to track and to use KPIs than to not... they allow you to tell a story that has real data which is imperative when looking to gain additional funding.

IBG GLOBAL

INTERNATIONAL TRADE AGENCIES (ITA) SURVEY, 2026

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SIDO 2026 PERFORMANCE METRICS REPORT

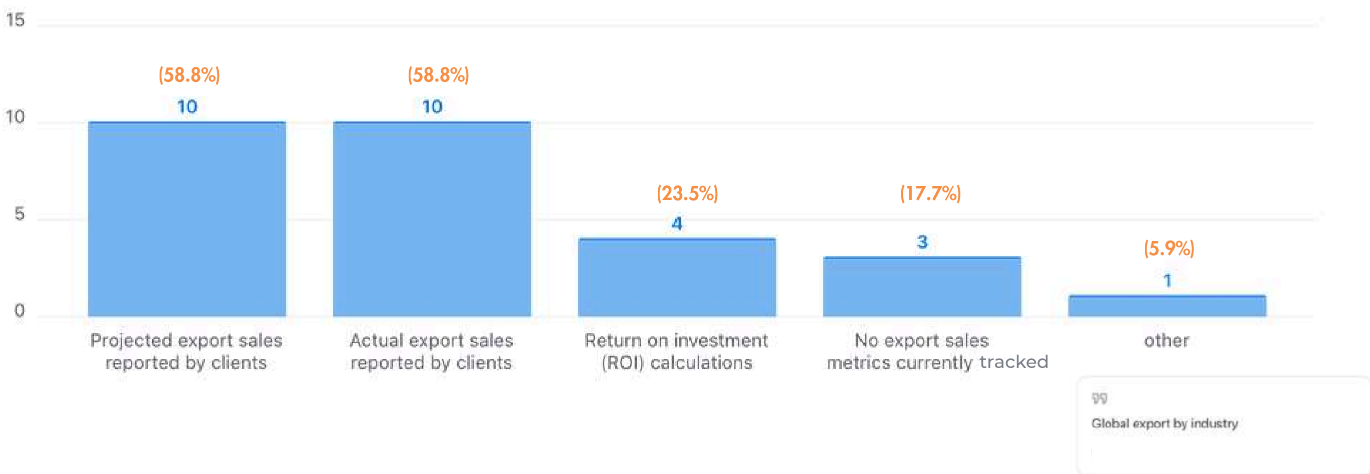
QUESTION 2

WHAT INFORMATION DOES YOUR AGENCY USE TO EVALUATE THE PROGRAMS AND SERVICES THAT YOU PROVIDE TO EXPORTERS (CHOOSE AS MANY AS APPLY)

Choices	Responses	Percentages
Projected export sales reported by clients	10	58.8%
Actual export sales reported by clients	8	47.1%
Number of companies counseled/served	15	88.2%
Number of new clients onboarded annually	11	64.7%
Written impact narratives or success stories	12	70.6%
Number of new to export companies served	8	47.1%
Number of new markets entered	11	64.7%
Jobs directly created by export activity	7	41.2%
Jobs indirectly supported by export activity (i.e. bankers, transportation, etc.)	3	17.7%
Number of trade programs executed (shows/missions, trainings, etc.)	11	64.7%
Client satisfaction surveys/net promotor scoring	10	58.8%
Tax revenue generated from export activity	1	5.9%
Cost-benefit analysis of program expenditures	4	23.5%
ROI of specific grants or programs	3	17.7%
Longterm growth of exports over 3 plus years	8	47.1%
other	0	0%

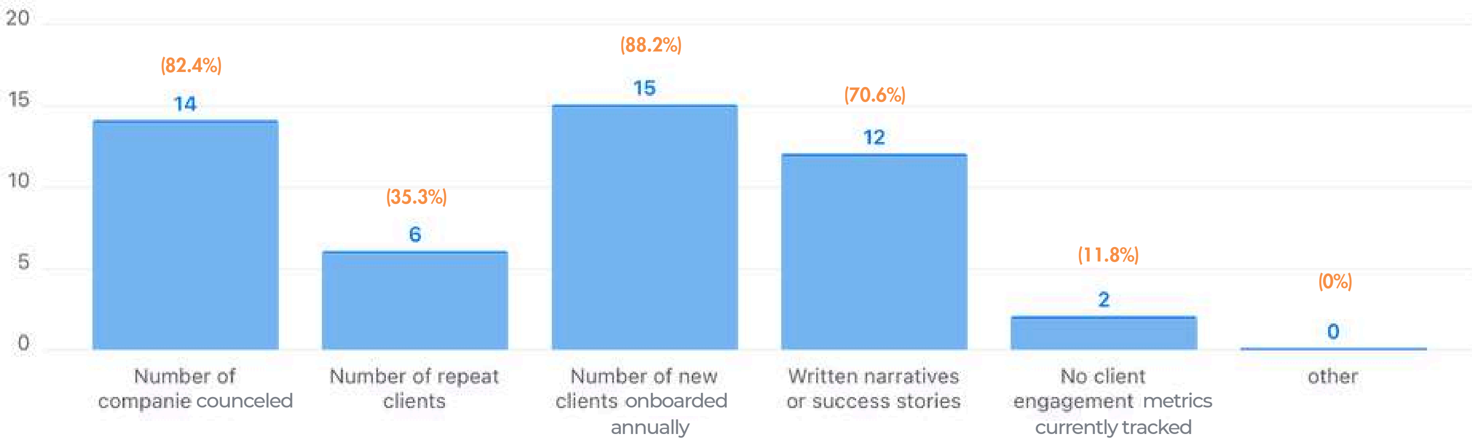
QUESTION 3

EXPORT SALES METRICS: WHICH EXPORT SALES METRICS DOES YOUR AGENCY TRACK?



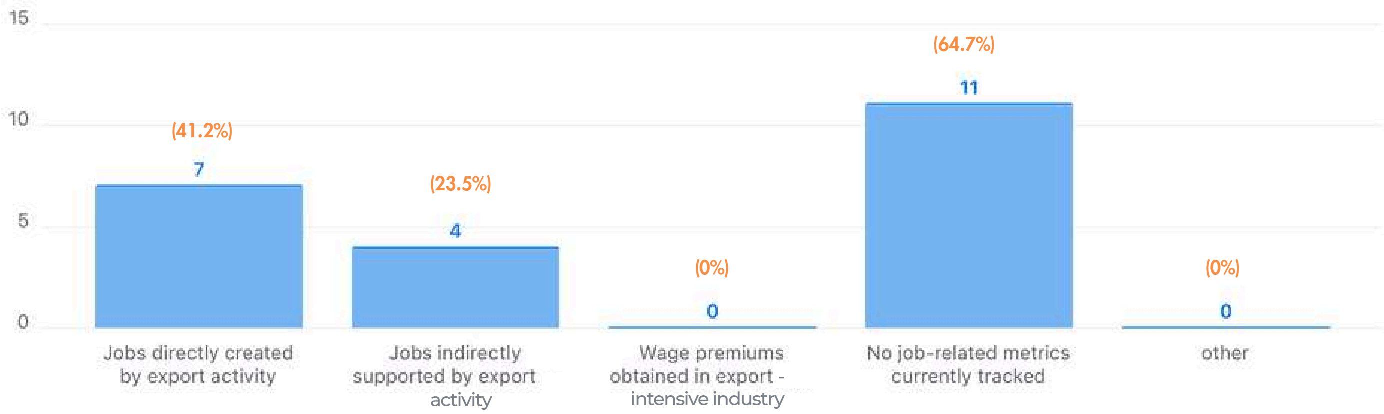
QUESTION 4

CLIENT ENGAGEMENT METRICS: WHICH CLIENT ENGAGEMENT METRICS DOES YOUR AGENCY TRACK?



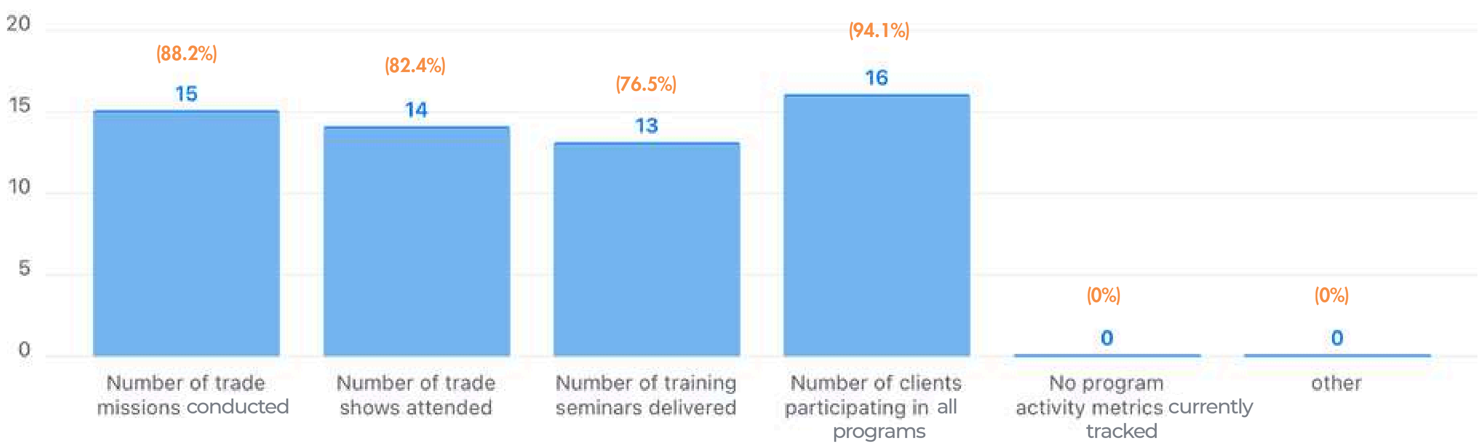
QUESTION 5

JOB CREATION & JOBS SUPPORTED: WHICH JOB-RELATED METRICS DO YOU TRACK?



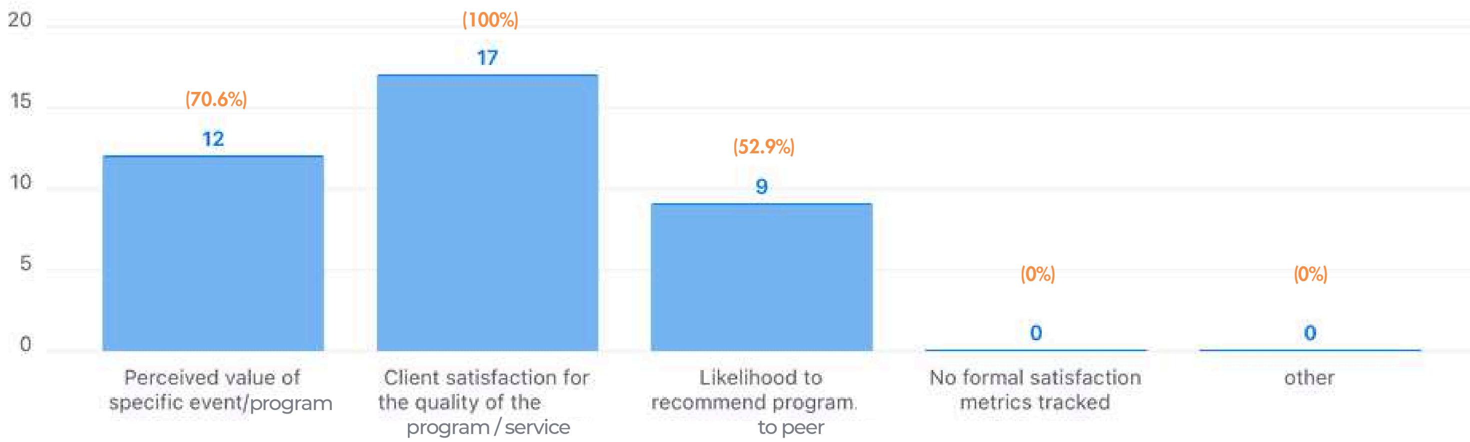
QUESTION 6

PROGRAM ACTIVITY METRICS: WHICH ACTIVITY-BASED METRICS DO YOU TRACK?



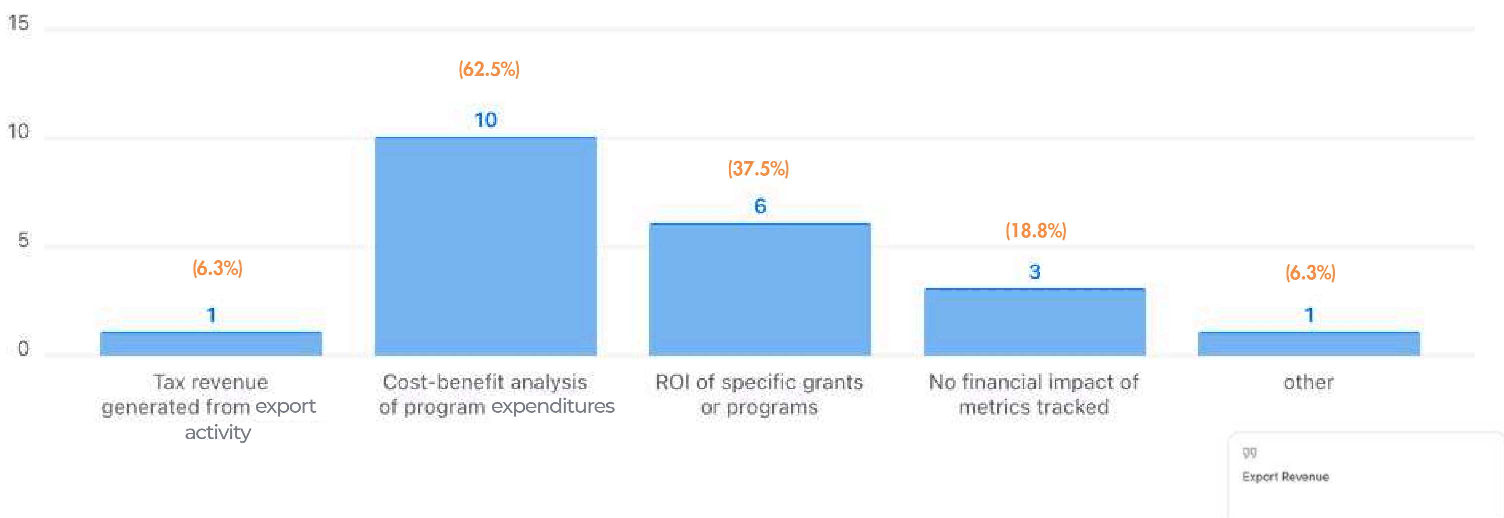
QUESTION 7

CLIENT SATISFACTION: WHICH CLIENT SATISFACTION METRICS DO YOU TRACK?



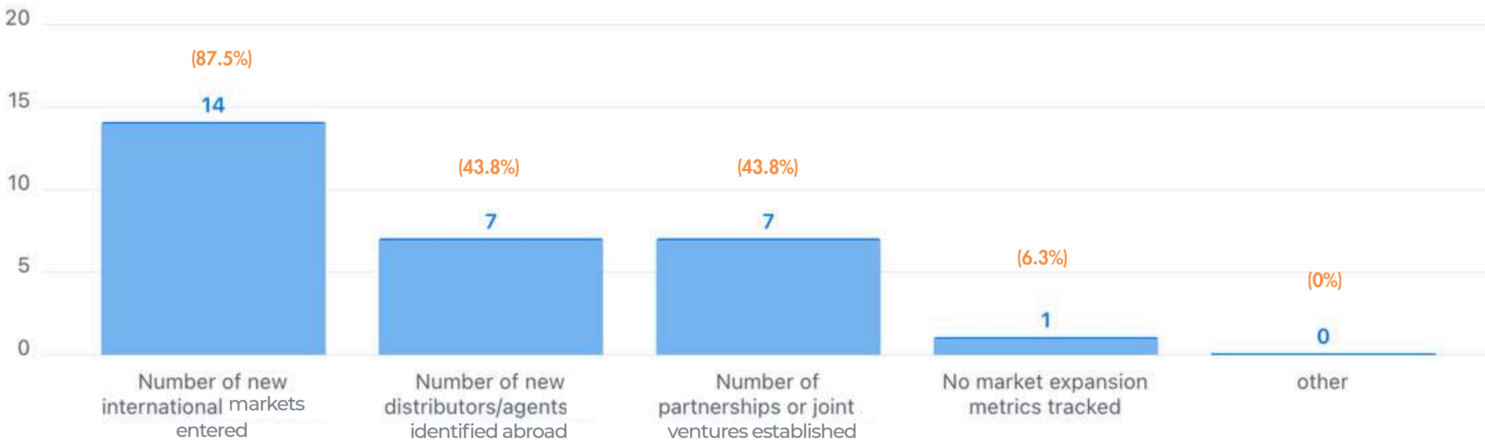
QUESTION 8

FINANCIAL IMPACT: WHICH FINANCIAL IMPACT METRICS DO YOU TRACK?



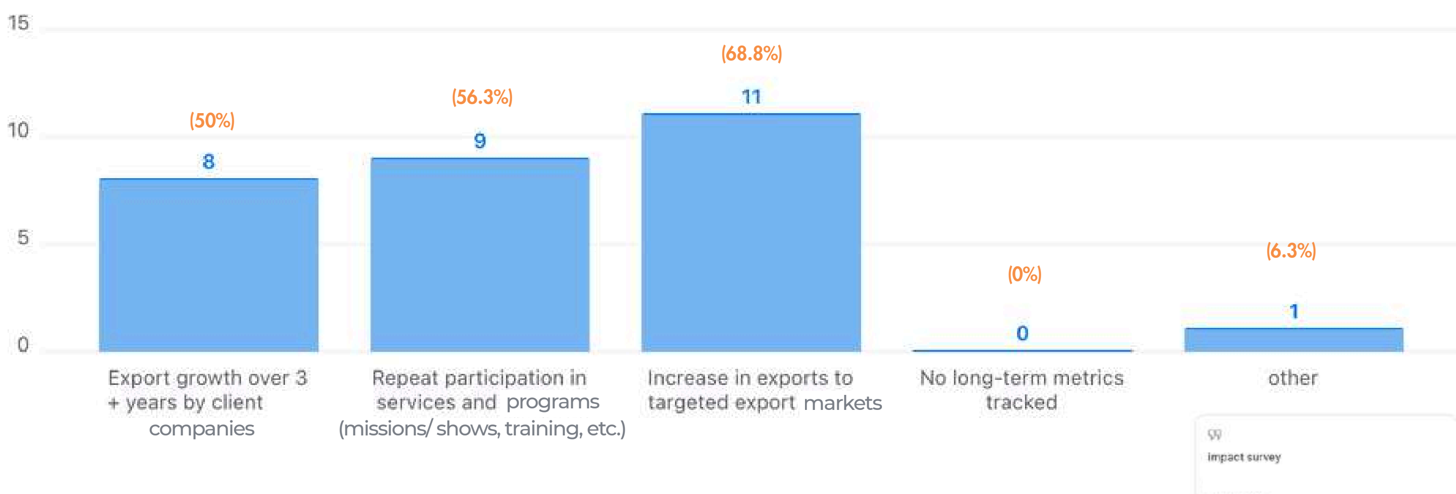
QUESTION 9

MARKET EXPANSION: WHICH MARKET EXPANSION METRICS DO YOU TRACK?



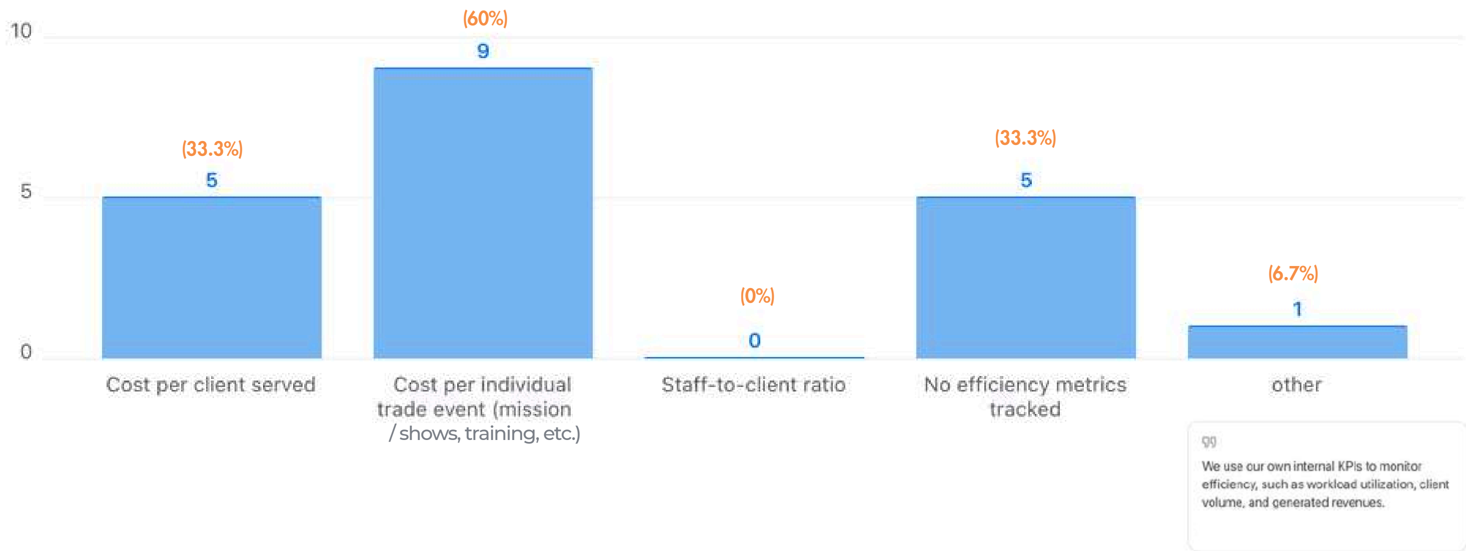
QUESTION 10

LONG-TERM: WHICH LONG-TERM IMPACT METRICS DO YOU TRACK?



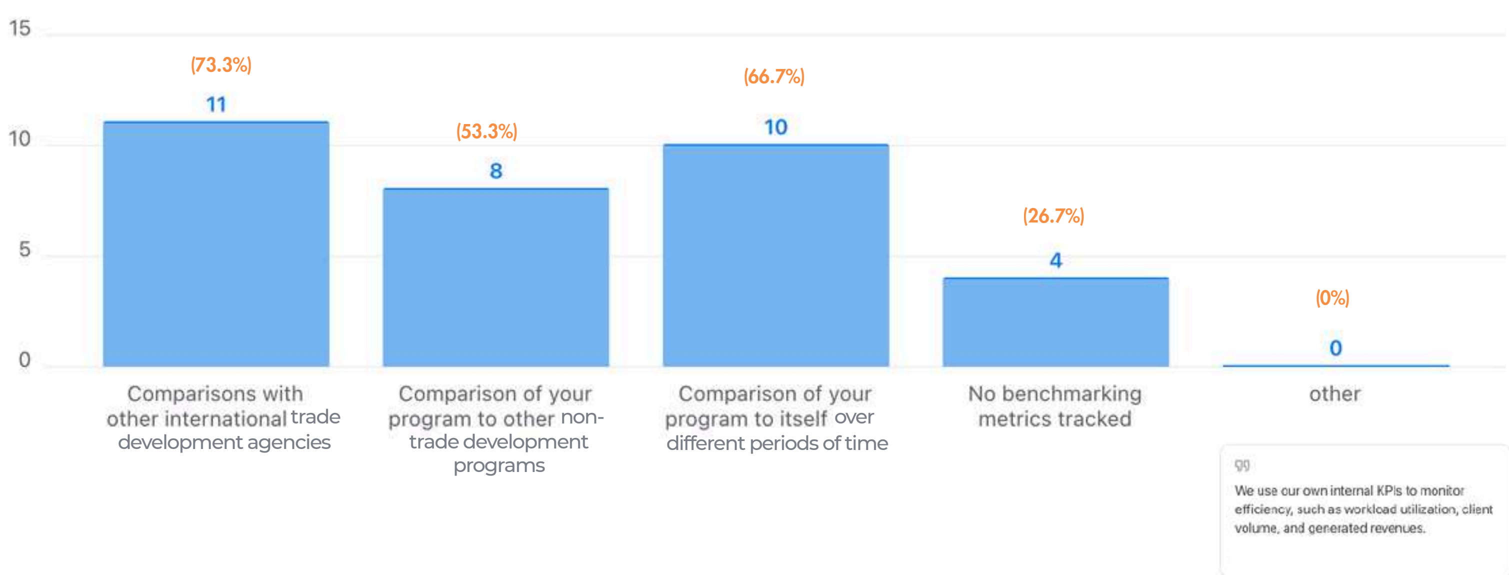
QUESTION 11

EFFICIENCY: WHICH EFFICIENCY METRICS TO YOU TRACK?



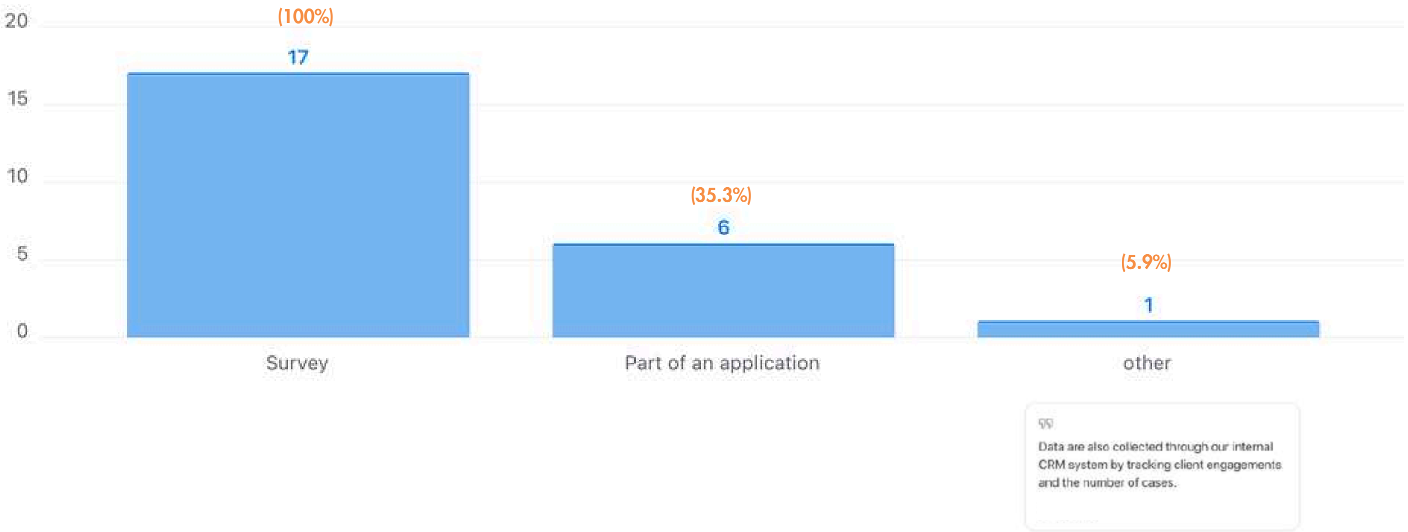
QUESTION 12

BENCHMARKING: WHICH BENCHMARKING METRICS DO YOU TRACK?



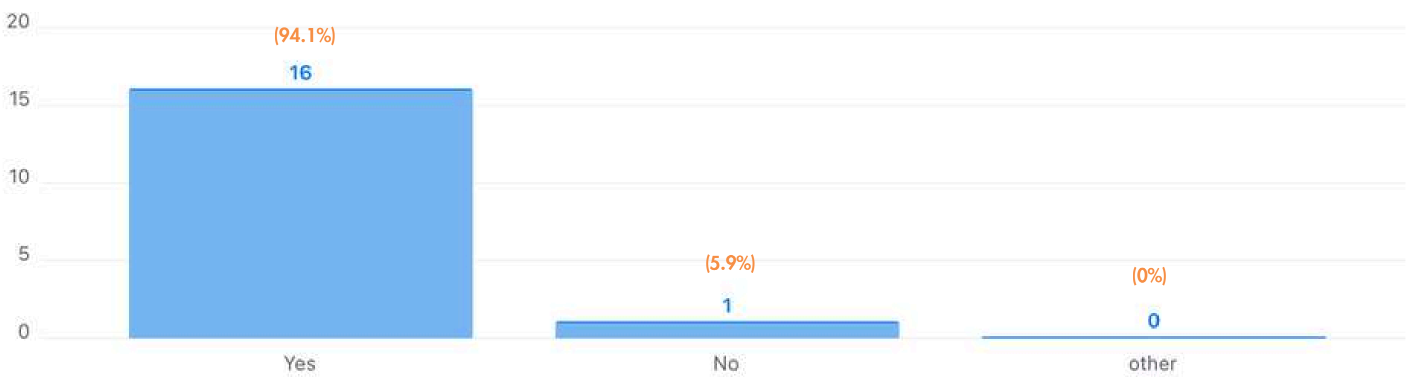
QUESTION 13

METHODOLOGY: HOW DO YOU COLLECT PERFORMANCE MEASURE INFORMATION FROM YOUR COMPANIES?



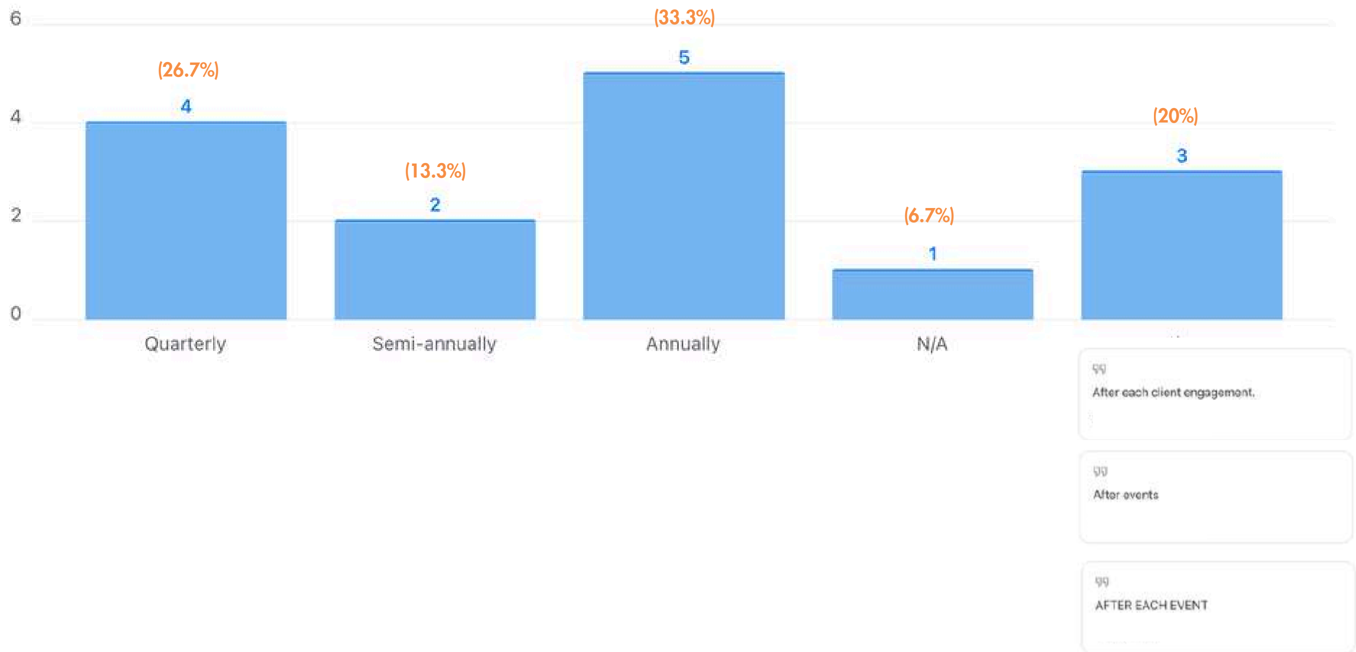
QUESTION 14

ARE SURVEYS REQUIRED?



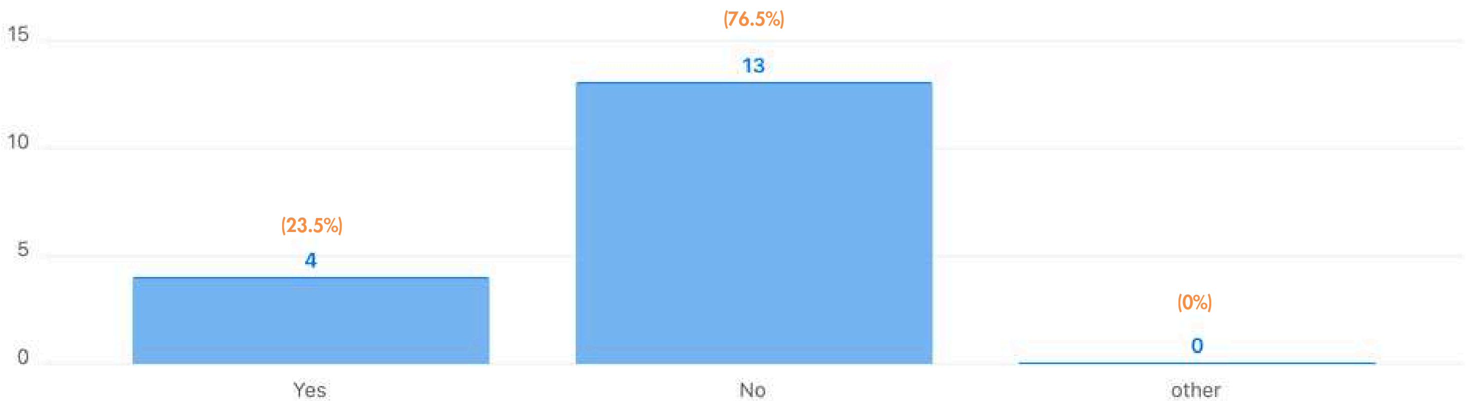
QUESTION 15

HOW FREQUENTLY DO YOU SURVEY COMPANIES?



QUESTION 16

DO YOU APPLY ANY METHOLOGIES OR MULTIPLIERS IN YOUR CALCULATIONS OR DATA AGGREGATION? FOR EXAMPLE, $XXX IN EXPORT SALES = YYY JOBS CREATED

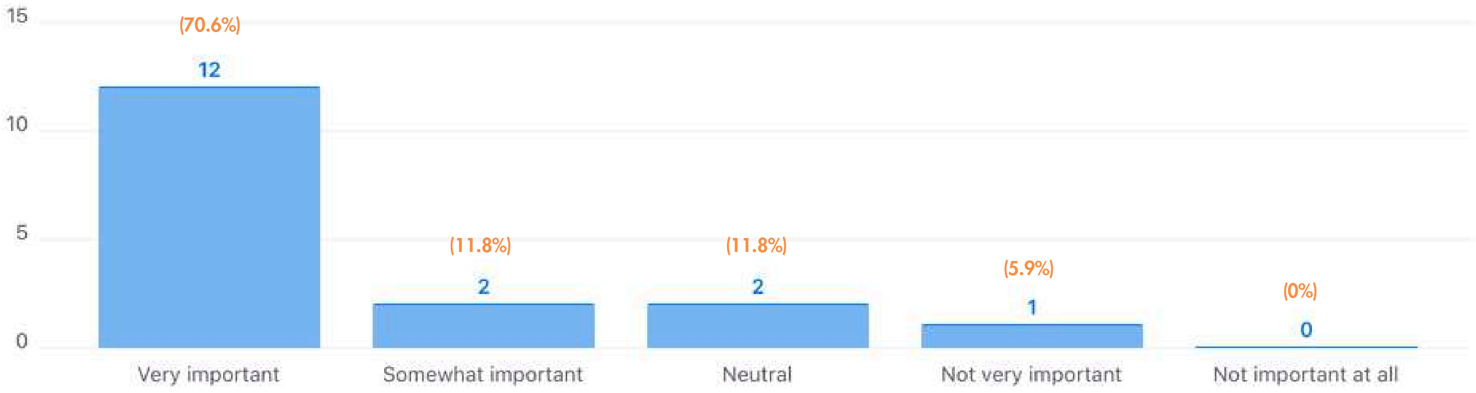


QUESTION 17

IF YES, PLEASE EXPLAIN.

QUESTION 18

RESOURCING AND RECOMMENDATIONS: HOW IMPORTANT ARE PERFORMANCE METRICS IN OBTAINING ADDITIONAL FUNDING OR MAINTAINING EXISTING FUNDING FOR YOUR TRADE AGENCY?



QUESTION 19

RANK THE IMPORTANCE OF PERFORMANCE METRICS IN OBTAINING OR MAINTAINING FUNDING.

1	Export sales metrics	2.29 Mean
2	Market expansion metrics	4.07 Mean
3	Client satisfaction metrics	4.57 Mean
4	Financial impact metrics	5.14 Mean
5	Client engagement metrics	5.21 Mean
6	Long-term impact metrics	5.43 Mean
7	Program activity metrics	5.71 Mean
8	Job creation and jobs supported metrics	7.14 Mean
9	Efficiency metrics	7.14 Mean
10	Benchmarking/comparative metrics	8.29 Mean

QUESTION 20

WHAT ADVICE WOULD YOU OFFER TO OTHER INTERNATIONAL TRADE DEVELOPMENT AGENCIES ABOUT THE USE OF PERFORMANCE METRICS?

> Prioritize performance metrics that clearly demonstrate economic impact and value for public funding, while avoiding over-complexity. Metrics should b...

> Metrics must directly reflect the outcomes the agency aims to achieve.

> use them for more transparency of your efforts and results

> THIS METHODOLOGY WILL HELP IN GETTING NEAR ACCURACY REPORTS
>
> 6 days ago

> Few data but critical ones
>
> 9 days ago

> Consistent collection over the years offer better clarity

> PAY ATTENTION TO CUSTOMER CARE

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2026

THANK YOU

FOR READING

PERFORMANCE MEASURES FOR U.S. STATE INTERNATIONAL TRADE AGENCIES

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