Annex 1: Participants feedback

‘NTMs and Market Access: key concepts and information tools’ Vietrade series of 12 workshops

Statistics based on participants feedback – **267 participants** answered the evaluation online.

**PARTICIPANTS THAT CONTRIBUTED TO FEEDBACK**

No feedback was provided during the workshops “7 – HCMC” and “8 – Bac Giang”.

**OVERALL SATISFACTION**

- The workshop in general: 46% Excellent, 51% Good, 2% Poor
- The organisation of facilities and logistical arrangements: 49% Excellent, 45% Good, 6% Poor
- The background material (workbook etc): 49% Excellent, 44% Good, 6% Poor
- The technical tools (e.g. market analysis tools, excel programs): 46% Excellent, 48% Good, 5% Poor
- The trainers in terms of the clarity of their presentation: 51% Excellent, 44% Good, 5% Poor
- The trainers’ understanding/command of their subject matter: 46% Excellent, 51% Good, 3% Poor
- The practical exercises: 37% Excellent, 57% Good, 5% Poor
- The discussions: 36% Excellent, 52% Good, 12% Poor
- The agenda structure: 44% Excellent, 47% Good, 8% Poor

**KNOWLEDGE BEFORE AND AFTER**

<table>
<thead>
<tr>
<th>Location</th>
<th>Knowledge Before</th>
<th>Knowledge After</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - Can Tho</td>
<td>41%</td>
<td>40%</td>
</tr>
<tr>
<td>2 - Ha Noi</td>
<td>49%</td>
<td>48%</td>
</tr>
<tr>
<td>3 - Dak Lak</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>4 - Quang Ninh</td>
<td>28%</td>
<td>24%</td>
</tr>
<tr>
<td>5 - Thanh Hoa</td>
<td>30%</td>
<td>28%</td>
</tr>
<tr>
<td>6 - Ha Noi</td>
<td>41%</td>
<td>37%</td>
</tr>
<tr>
<td>9 - HCMC</td>
<td>25%</td>
<td>37%</td>
</tr>
<tr>
<td>10 - Hue</td>
<td>28%</td>
<td>44%</td>
</tr>
<tr>
<td>11 - Da Nang</td>
<td>18%</td>
<td>51%</td>
</tr>
<tr>
<td>12 - Phu Tho</td>
<td>22%</td>
<td>52%</td>
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</table>
Out of the 267 respondants, 264 answered either ‘Yes, substantially’ or ‘Yes to a certain extend’.

**CONTENT APPLICATION**

- **The workshop will help you better analyse and research markets**: 50% Strongly agree, 49% Agree, 1% Neutral, 4% Disagree, 5% Strongly disagree, 31% Do not know.
- **The workshop will help you make better trade-related decisions**: 42% Strongly agree, 54% Agree, 4% Neutral, 6% Disagree, 3% Strongly disagree, 3% Do not know.
- **You recommend this workshop to others**: 32% Strongly agree, 61% Agree, 7% Neutral, 3% Disagree, 2% Strongly disagree, 2% Do not know.

**ONLINE TOOLS ACCOUNTS**
**STRENGTHS OF THE WORKSHOP**

**Workshop 2 – Ha Noi**

In fact, useful and updated
Knowledge, practical
Clearly, science, much useful information
Realistic
In fact, useful and updated
Help for businesses with more information, better understanding of the tariff yc
Receptive
provides connectivity

Lot of knowledge
Science
Better understanding of the system of traceability of goods and tools tax ....
Advanced knowledge of traceability systems and learn more about the system of tariff and non-tariff.
Very rewarding, help improve understanding for small and medium enterprises in the export of products to the world.
Information from the training extremely useful and interesting. The teachers are highly professional and dedicated guidance, help enterprises / organizations

Well organized, good content
Very useful for businesses
Increase knowledge
Diversity, understandable
Create opportunities for small and medium enterprises access to new markets
Preparation, logistics, the organization ensures good. Building program content Thematic selective and comprehensive information content, teaching methods ensure good trainers.

**Workshop 3 – Da Lak**

Facilitate student dialogue dien.7
Ap mn applications Zalo group to share with each other.
Understand tariffs, non-tariff barriers when exporting
Access to export
Exchange of knowledge and practical knowledge of
new knowledge, requires compulsory sweeping joining must know
Help enterprises connect exports to the Chinese market
Understanding and grasp of policy, market

- learned a lot of problems in accessing the ITC market,
Knowing the contrary sp are allowed into the Chinese market through the official way; Understanding how traceability of products; meet and interact with many siblings (practitioners and trainers) ..... Organizational systems and sermons consistent
Easy to understand and apply
Teacher quality and very good documentation
Interaction between faculty and graduate students, students are practicing spot theories learned

The course is easy to understand and easy to apply
Very dedicated teacher
The program content is suitable for the cooperative strategy
Format of training very well and easy to understand teaching methods
The preparation of the training very good, very enthusiastic Lecturer
Working very well organized
Quality of teachers and curriculum
The course is very useful and consistent with the development orientation of the company

**Workshop 4 – Quanh Ninh**

Helping Businesses lot on export markets
Enthusiasm
Lecturers enthusiastic, thoughtful
Lecturers enthusiastic, thoughtful
Enthusiastic, fun

Help enterprises better understand the rules of origin, through tax, tariff
Knowledge is very useful for us in accessing export markets
Very enthusiastic, passionate
Very useful

Better understanding of tariff, non-tariff
A better understanding of the provisions on free trade
The updated knowledge matching market
Businesses better understand retrieving goods
**Workshop 5 – Thanh Hoa**

- Enthusiastic trainers guide
- Enthusiastic lecturer, understandable, practical and hands-on training

**Workshop 6 – Ha Noi**

<table>
<thead>
<tr>
<th>Information Required for the Enterprise</th>
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</thead>
<tbody>
<tr>
<td>Faculty quality</td>
</tr>
<tr>
<td>provide useful knowledge for business</td>
</tr>
<tr>
<td>Materials and good teachers</td>
</tr>
<tr>
<td>Essential for business in Hanoi</td>
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<tr>
<td>Lecturers are leading experts with</td>
</tr>
<tr>
<td>experience program</td>
</tr>
<tr>
<td>audio equipment and well organized</td>
</tr>
<tr>
<td>structure is very clear</td>
</tr>
<tr>
<td>Rich professional knowledge, diversity</td>
</tr>
<tr>
<td>training very rewarding</td>
</tr>
<tr>
<td>Knowledge or</td>
</tr>
<tr>
<td>Diverse knowledge, or</td>
</tr>
<tr>
<td>The training will help you analyze and</td>
</tr>
<tr>
<td>better market research</td>
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<tr>
<td>The training will help you analyze and</td>
</tr>
<tr>
<td>better market research</td>
</tr>
<tr>
<td>Lecturer enthusiastic, well-organized</td>
</tr>
<tr>
<td>work</td>
</tr>
<tr>
<td>Knowledge of the program is very</td>
</tr>
<tr>
<td>rewarding</td>
</tr>
<tr>
<td>Knowledge diversity</td>
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</tbody>
</table>

**Workshop 9 – HCMC**

- The training is useful, meet the needs of market research.
- Go realistic business information is needed
- Clarify issues related to market access.
- All the details
- Enthusiastic teacher
- Directly, receptive
- Basic knowledge
- Informative and enthusiastic teachers
- Enthusiastic trainers guide
- Enthusiastic faculty, professional
- Full knowledge, accurate and useful the tools
- Provides background
- Professional, detailed, friendly
- Detailed documentation steady vs content. Experienced trainers.
- New and useful knowledge, many websites looking for information quickly.
- Content actual abreast
- Trainers and logistical enthusiasm
- Bringing the case to illustrate specific and direct instructions
- offering useful information
- Help enterprises better access to markets.
- Dear practical and necessary for businesses and organization that helps businesses do dialogue, explained in detail. Volume macro extensive information, shareholders for enterprises co overview and improve knowledge, not from groping.
- Teachers are very enthusiastic
- Equipped with general knowledge and help students can learn about the market
- Document or.

**Workshop 10 – Hue**

- The organization well, teachers have communicated the contents of the course as well as get VD to evidence during Asoka reached
- said many issues related to export and import
- Dianh help for better understanding of the industry rules and regulations lien
- Dianh help for better understanding of the industry rules and regulations lien
- teachers are very enthusiastic, especially the morning three teachers, teach very understandable
- Access to basic knowledge about export
- Lecturer enthusiastic, friendly
- Lecturer knowledge, accent or, to
- Fun, easy to understand approach during lecture time is too short though
- said many issues related to export and import
- Benefit

**Workshop 11 – Da Nang**

- Enthusiastic teachers, content glitches
- Clear layout, easy to understand
- Enthusiastic, full content
- Enthusiastic teachers, content glitches
- Friendly
- Pretty good and positive
<table>
<thead>
<tr>
<th>The enthusiastic trainers answer questions about findrules</th>
<th>Enthusiastic, explaining in understandable problem. Providing knowledgeable, enthusiastic professionals. Lectures are easy to understand. Convey specific information, clear, easy access. Easy to understand, providing useful practical knowledge, experienced faculty.</th>
<th>Lecturer enthusiastic, thoughtful. Lecturer friendly, enthusiastic, experienced and certain expertise. Provide good knowledge. Very practical. Read more about export. Better understanding of the market approach.</th>
<th>Pretty good and positive. Expert share very enthusiastic, perspicuity.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Help enterprises better understand the problem of importing developing countries</td>
<td>Lecturer positive, enthusiastic, specific explanation.</td>
<td>Expert share very enthusiastic, perspicuity.</td>
<td></td>
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<tr>
<td>Fun, rewarding</td>
<td>Lectures are easy to understand.</td>
<td>Lecturer enthusiasm, initiative. Details.</td>
<td></td>
</tr>
<tr>
<td>Lecturer playful, enthusiastic and approachable</td>
<td>Convey specific information, clear, easy access.</td>
<td>Easy to understand, providing useful practical knowledge, experienced faculty.</td>
<td></td>
</tr>
<tr>
<td>Expert share very enthusiastic, perspicuity</td>
<td>Exciting</td>
<td>Pretty good and positive. Expert share very enthusiastic, perspicuity.</td>
<td></td>
</tr>
<tr>
<td>Good</td>
<td>Lecturer enthusiastic, thoughtful. Lecturer friendly, enthusiastic, experienced and certain expertise. Provide good knowledge.</td>
<td>Pretty good and positive.</td>
<td></td>
</tr>
<tr>
<td>More knowledge</td>
<td>Easy to understand, providing useful practical knowledge, experienced faculty.</td>
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</table>

**Workshop 12 – Phu Tho**

| Many useful knowledge | - Materials and methods taught by experts is very interesting and necessary | - Preparation and organization is quite adequate, good | |
| Knowledge or | - Preparatory work well | - Trainers have good preparation for knowledge | |
| Enthusiastic lecturers | - Work well organized and guaranteed | - Is there a connection between knowledge and practice | |
| Passionate faculty | - Documents and complete course content | - Learning materials are fully prepared and thoughtful | |
| knowledge or | - The discussion interesting and good | - Content and teaching or useful for enterprises | |
| Good instructors | - Work well organized | - The course is organized better and more useful information | |
| Lecturers or | - Full Documentation | - There are discussions for students to discuss and apply knowledge learned | |
| knowledge or | - There are practices to align with the theory | - The content is divided logically and understandable | |
| Useful knowledge | - The course has discussion very interesting and exciting | - Lecturer teaching good preparation | |
| Knowledge more | - Speaker experienced and enthusiastic teaching or | - Learner full and detailed | |
| Passionate faculty | - The structure of the course clear and scientific | - Logistics and good preparation for the course | |
| Knowledge or | - Documentation of complete courses | - Course structure properly, ensuring that students have the knowledge and practice | |
| Lecturer good | - Content of the course interesting and attractive | - Trainer dedicated and well prepared | |
## How to Make the Workshop Better

### Workshop 2 – Ha Noi

- Need to add real example and strengthen the exchange interaction at training session
- Should release the final assessment exercises promise
- Need to add real example and strengthen the exchange interaction at training session
- Need more time to practice for businesses
- It takes time to do the actual
- Need more advice

### Workshop 3 – Da Lak

- So is good enough.
- Need more time
- Further analysis
- on training at the district level so that people know more
- Quote for one specific item from start to finish
- Closer counseling and specific examples

### Workshop 4 – Quanh Ninh

- Need more time
- Very good

### Workshop 5 – Thanh Hoa

- Regular training courses like this to help small businesses with the opportunities to learn the knowledge of important information related to the goods Imex
- Need to open more classes to support businesses like this
- Need more frequent refresher training courses for doanb market access now exporting goods

### Workshop 6 – Ha Noi

- Need more time
- Program needed more time to pull businesses can interact more
- The course should be organized in many more local businesses to have the opportunity to participate
- Prepare necessary documents clearer
- Need better rehearsed discussion
- There should be more training for small and medium enterprises
- Selective, arrange appropriate stakeholders to build thematic deeper, much more information.
- Post harvest far too many typos, errors do not control the content (the given answer 2 questions)

### Workshop 9 – HCMC

- Training relatively complete
- Training takes time longer
- Focus areas in which VN-EU developing
- Impart expertise helpful to businesses
- Preparation of electrical outlet to practice temporary residence for more remote provinces
- More intensive training
- America, Europe, Asia
- Should organize more specialized courses for one industry to students with in-depth knowledge, easier to apply in practice
- Having analyzed the actual case of Vietnam
### Workshop 10 – Hue

- Have plenty of time to practice. Can design a longer training sessions to suit the amount of knowledge.
- For more practical examples in each content to trainees understand the problem better.
- Printing documents clearer interfaces directed. Practitioners need to add document files to study soft deeper.
- ITPC combination with VCCI / Custom / ministries involved to create more interdisciplinary training courses will go into deeper examination of issues that businesses actually encountering.
- Lecturer of MOIT and HQ office associates under the state pays and has easy questions for new businesses.
- Depth on one particular field such as food / agricultural products fresh / processed agricultural products / footwear / clothing / ...

### Workshop 11 – Da Nang

- Need open class, training manager for the enterprise approach and applied in the manufacturing process business.
- Have more time to grasp more clearly than.
- Should a longer training.
- Need more document, lecturers impart coherent and more understandable.
- Printing documents clearer interfaces directed. Practitioners need to add document files to study soft deeper.
- ITPC combination with VCCI / Custom / ministries involved to create more interdisciplinary training courses will go into deeper examination of issues that businesses actually encountering.
- Lecturer of MOIT and HQ office associates under the state pays and has easy questions for new businesses.
- Depth on one particular field such as food / agricultural products fresh / processed agricultural products / footwear / clothing / ...

### Workshop 12 – Phu Tho

- Vietrade need to organize more such courses in the future to promote the activities of small and medium enterprises more.
- BTC can organize more courses on other issues in order to enhance the capacity of the export market for our company is to have these courses.
- The information interesting and exciting, but so too should shortly have sometimes presenters said quickly.
- We need a lot of similar courses in the future.
- BTC should extend additional courses so that we can learn more knowledge and more interesting or
- There must be many similar courses to help small and medium enterprises as we export better.
- Need to have more training like this in the future.
- Extending the discussion further term.
- The course is useful but not held regularly to businesses learn about more problems.
- Need to extend the course further to the analysis tools are deeper.
- The course was too short lead to the students to acquire knowledge at the same time so I hope in the future course may be longer.
- There should be many similar courses in the future.
- The course should be extended for two days to study the full closer.
- There must be many more courses to businesses can participate in and learn.
- There must be many similar courses in the future to help small and medium enterprises in the province.
- The course should be extended to 02 days so that the knowledge provided more.
- The course should expand some more tools and learning time should be extended to 02 days.
OTHER COMMENTS

Workshop 2 – Ha Noi
Held directly at the Regional Raw
Good
We need to add these courses
Stock organizations need much more training in the neighboring provinces
Need to build fast information systems trade promotion
countries such as China, Korea, Japan, Netherlands .... to fruit Vietnam into the market school on.

Workshop 3 – Da Lak
Need to organize quality training similar to this course
Organized and
I wish to learn the prescribed standards of quality control (pesticide residues) by some need to improve the practical exercises
countries such as China, Korea, Japan, Netherlands .... to fruit Vietnam into the market school on.

Workshop 6 – Ha Noi
there should be more similar programs more
need to improve on issues of documentation and discussion
need to improve the practical exercises
there should be more similar programs more

Workshop 9 – HCMC
Need to open more intensive training sessions on the Australian market, Japan
Enthusiastic teacher
We propose more intensive training than on HS codes, regulations and animal and plant quarantine requirements when imported into Vietnam market. Intensive training required
for import into Vietnam market from Europe for EVFTA agreements.
Enjoyed training
Instructions and materials for students more in-depth study
I look forward to further change in other markets more risky, less information, for example the African countries.
ITPC nen thread to post training and Q & web ITPC to help other businesses tu hoc
Depth on one particular field such as food / agricultural products fresh / processed agricultural products / footwear / clothing / ...

Workshop 10 – Hue
Experts trained very enthusiastic
Useful
Need more courses like this anymore

Workshop 11 – Da Nang
There are many more case studies
Should allocate time more flexible and to help relax tired and tired
Would have more a more intensive training in research, seeking markets and SPS and TBT measures, tariff lookup
Very good
Additional cultural program / relaxing music or videos related ITC
After more training on export
Proposals have carefully about the course as CO