

# CENTRALLIA

a futurallia event  
un événement futurallia  
un evento futurallia



by/par/por **anim**

## 2010 Survey Results

The background is a solid blue color with a network of white lines of varying thicknesses and orientations, creating a complex, abstract geometric pattern.

Winnipeg, Manitoba  
20-22 October 2010

Fast paced B2B match-making  
event held over 2<sup>1</sup>/<sub>2</sub> days

The background is a solid blue color with a network of thin, light blue lines crisscrossing in various directions, creating a geometric pattern. The number '4250' is centered in the upper half of the image in a large, white, sans-serif font.

4250

Meetings



602

Business Leaders

The background is a solid blue color with a network of thin, light blue lines crisscrossing in various directions, creating a geometric pattern.

52

Delegation Leaders



20  
Countries

The background is a solid blue color with a network of thin, white, intersecting lines that create a complex, abstract pattern. The lines vary in thickness and orientation, some being straight and others slightly curved, creating a sense of dynamic movement and connectivity.

40

World Economic Regions

# Centrallia 2010 Survey Results



73% of companies in attendance  
have completed the survey.

Of the Manitoba companies in attendance,  
70% completed the survey.





92% found the event of significant benefit and would participate in another edition of Centrallia.

An almost unanimous 97% would recommend this type of event to other companies.



87% of the participants of Centrallia were satisfied or very satisfied with their overall experience at Centrallia.





90% rated the event format high in quality.





The quality of the meetings were rated 79% good or above.



Over 90% of respondents rated programming good to excellent.



The Welcome Reception with Ken Blanchard as well as the Gala Dinner with Randy Bachman were rated highly by participants.

90% of the respondents rated the B2B model format as highly effective.



Overall logistics was rated excellent.





More than 30% of the participants first heard about Centrallia through Delegation Leaders.



23% from ANIM, the Winnipeg Chamber of Commerce and Industry Associations.



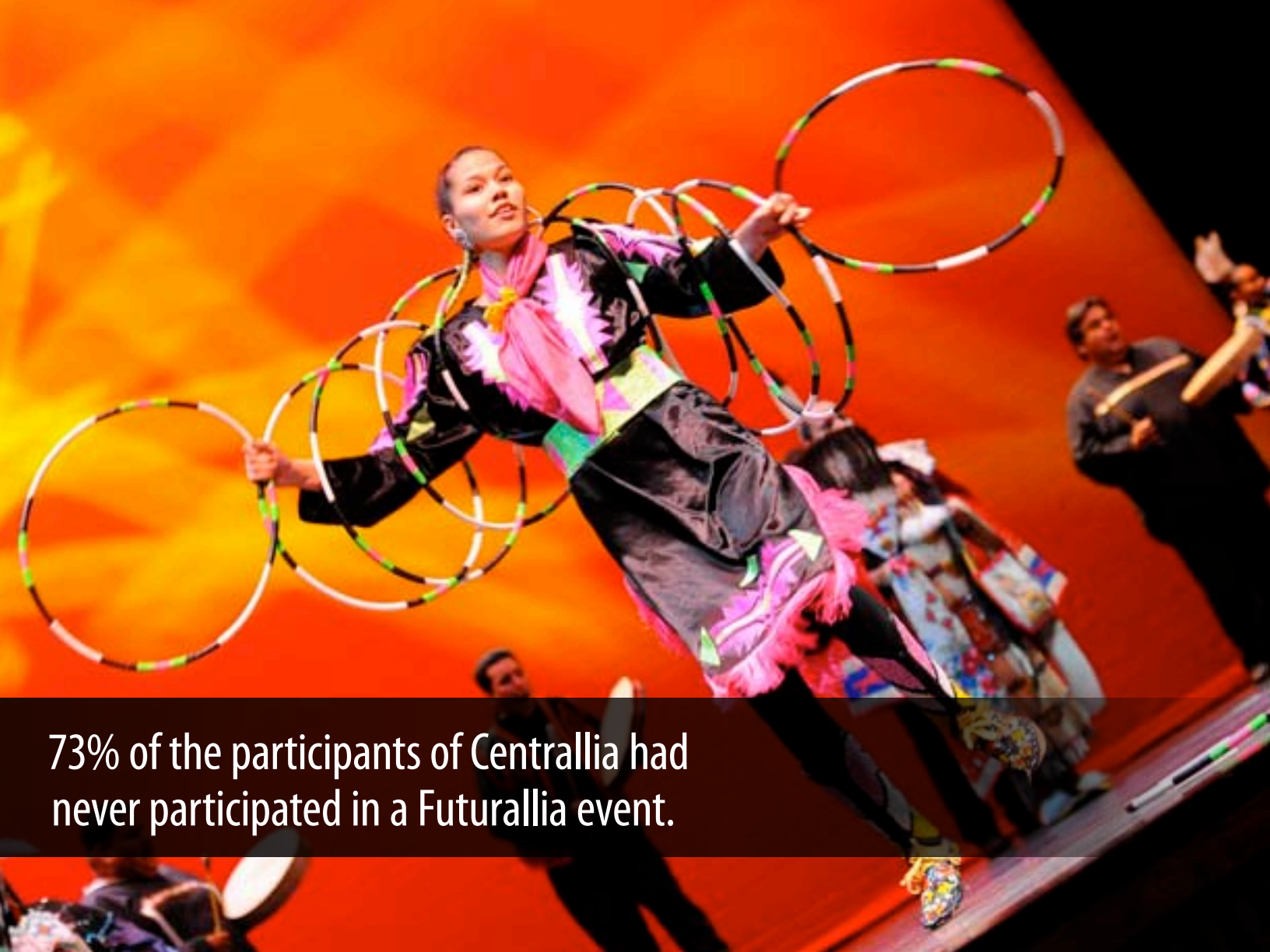
13% from word-of-mouth.



30% from advertising, the website and presentations.



A big applause to the volunteers, which 99% of the participants thought good to excellent.



73% of the participants of Centrallia had never participated in a Futurallia event.

25% of participants took part in the industrial tours that were offered.



Industrial tours were rated good to very good.



Objectives for participation:  
Most chose “new customers” and “strategic alliances”.



Over 70% met that objective.





50% of the participants anticipate  
1 to 3 business deals post-Centrallia.



27% anticipate between  
3 to 6 opportunities.



We also have about 6% which expect more than 10.

30% of the participants expect to conclude a new business deal or partnership following their meetings at Centrallia.





The most common business opportunities that will be pursued are exporting and new distribution channels.



Follow up actions are mostly “exchange information with meeting partners” and “schedule further meetings”.



42% of the participants would be interested in a follow-up from ANIM.

# Ways ANIM Can Assist:

- Support in building strategic alliances
- Follow-up on meetings
- Facilitator
- Establishing contacts
- Providing market and industry information
- Organizational support
- Organizing trade visits
- Language facilitation

80%

believe Centrallia should  
happen at least every 2 years.

# 84%

would be interested in being part of a Centralia network that would help to connect with new markets and business partners.

86%

would be interested in receiving  
our "Stay Connected" newsletter.

# Thank You to Our Advisory Board

**Louis Allain** CDEM

**Cheryl Baldwin** Winnipeg Chamber of Commerce

**Jim Carr** Business Council of Manitoba

**Shannon Coughlin** Canada-Manitoba Business Service Centre

**Greg Dandewich** Economic Development Winnipeg Inc.

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