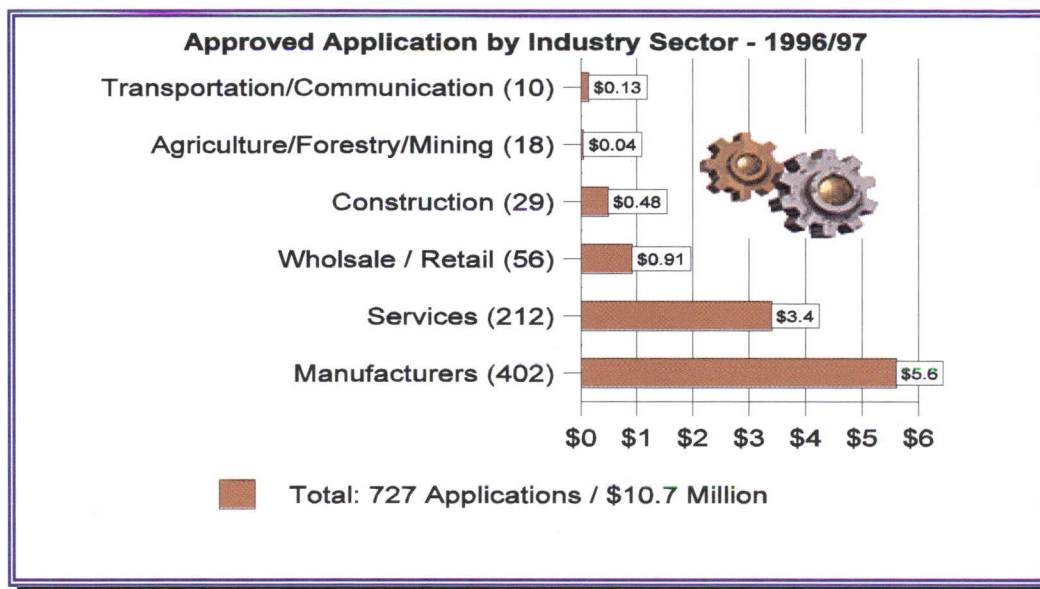


## Approved Applications by Industry Sector

The 727 approved applications were from companies and industry associations across the full range of Canada's industry sectors. In the manufacturing sector, 402 firms utilized \$5.6 million of approved PEMD assistance. The service industry was next with \$3.4 million for 212 firms. Fifty-six construction and retail/wholesale companies received \$483 thousand and \$906 thousand respectively. Only 18 firms utilized PEMD in the agriculture/forestry and mining sectors, receiving \$41 thousand.



“We would not have been able to afford to develop our premium export material, (brochures and newsletters), without support from PEMD. These materials have been instrumental in helping to develop a unique market presence for our small Canadian company in an industry dominated by large multinational firms. In short, PEMD’s support provided Westcan with the tools to get our message across to Asian markets that otherwise would never have heard us.

“...we expect that sales relating directly to the PEMD program will amount to \$5 million in the next 5 years. In light of this success in export markets, we have completed \$4 million expansion of our plant that will increase production by 20,000 tonnes/year and create 3 jobs. PEMD has been instrumental in providing us with the incremental funding that allowed us to undertake our export marketing program.” - *Art Froehlich, President, Westcan Malting Ltd., Alix, Alberta*