

SUMMARY HIGHLIGHTS

2

APPLICATIONS/ASSISTANCE

In 1998-99, a total of 696* applications submitted by Canadian companies were approved for PEMD assistance. Authorized assistance was valued at \$20.93 million. An additional 29 applications were approved for trade associations and totalled \$2.19 million in assistance.



Of the total authorized assistance, Canadian companies expended \$8.62 million in 1998-99 while trade associations spent \$1.76 million.

The PEMD program is designed to assist small companies in export markets. Of the 674 companies approved for PEMD assistance in 1998-99, 495 were very small (less than \$2 million in annual sales), 93 had annual sales of \$2 million to \$5 million, and 86 had annual sales of more than \$5 million.

Quebec, Ontario, British Columbia and Alberta-based firms received the highest amounts of total authorized assistance, and expended the most assistance. A table outlining the amount of assistance and expenditures by province can be found in the industry section of this report.

The manufacturing and service sectors had the largest number of approved applications and the highest amounts of authorized assistance.

EXPENDITURES/SALES

On the industry side of the Program, North America Free Trade (NAFTA) countries, the U.S. and Mexico, accounted for two-thirds of PEMD expenditures by Canadian companies on market development activities. These two countries were followed by Western Europe and Asia which accounted for the second and third highest amounts of PEMD expenditures.

* Since there are three different elements to the industry related component of the PEMD Program, a company may have more than one application approved in the same year.