

APPLICATIONS/ASSISTANCE BY INDUSTRY SECTOR

The 29 applications that were approved for trade associations represented the full range of Canada's industry sectors.

The Table below indicates the number of projects, the amount of assistance approved and the amount of assistance spent by industry sectors in 1998-1999. Although not specifically mentioned, both the education and cultural arts sectors have been included in the statistics shown.

TRADE ASSOCIATIONS BY INDUSTRY SECTOR - 1998-99

INDUSTRY SECTOR	APPROVED APPLICATIONS	AUTHORIZED ASSISTANCE \$	EXPENDITURES \$
Manufacturing	12	848,325	761,574
Services	11	810,468	668,611
Wholesale/Retail	2	200,000	221,726
Transportation/Communication	2	156,050	86,645
Mining/Quarry/Oil Well	2	173,870	20,012

ASSISTANCE EXPENDITURES BY COUNTRY

The country most targeted in 1998-99 by trade associations for PEMD-assisted market development

activities was the U.S. The Associations spent \$826 thousand or 47% of their total expenditures in that market. The following table ranks the top 10 countries by trade association expenditures.

TRADE ASSOCIATION ASSISTANCE EXPENDITURES BY COUNTRY - 1998-99

RANK	COUNTRY	EXPENDITURES \$	% OF TOTAL EXPENDITURES
1	U.S.	825,846	47%
2	United Germany	163,635	9%
3	Japan	160,239	9%
4	Chile	93,535	5%
5	Spain	72,736	4%
6	Indonesia	57,917	3%
7	Mexico	53,075	3%
8	Russia	40,126	2%
9	Belgium	36,574	2%
10	United Kingdom	35,574	2%

PEMD SUCCESS STORY

Mr. Ed Kennedy
President
Geomatics Industry of
Canada
Ottawa, Ontario

"We have used PEMD for several projects in our export market strategy during the past 10 years. This support has been invaluable in allowing us to undertake initiatives that have enhanced our member services, and introduced Canadian firms in our sector ... to valuable business opportunities, prospective clients and partners in large export markets."