

## ASSISTANCE EXPENDITURES BY MARKET AREA

In 1998-99, trade association expenditures on market development activities totalled \$1,758,567. North America accounted for the highest amount of these expenditures with \$879 thousand or 50% of total trade association assistance expenditures. Western Europe

followed with \$345 thousand in expenditures, Asia with \$325 thousand in expenditures and South America with \$134 thousand.

Eastern Europe had \$40 thousand in expenditures, the Caribbean \$19 thousand and Central America \$17 thousand.

### PEMD SUCCESS STORY

#### Mr. Anthony P. Pollard

President  
Hotel Association of  
Canada  
Ottawa, Ontario

"Over the course of the last four years our Association has successfully engineered goods and services sales in more than 20 countries worldwide with a value exceeding \$250 million. Very clearly we would not have achieved these results without PEMD support."

### TRADE ASSOCIATION ASSISTANCE EXPENDED BY MARKET AREA - 1998-99

MARKET AREA	ASSISTANCE EXPENDITURES \$	% OF TOTAL EXPENDITURES
North America (includes Mexico)	878,921	50%
W. Europe	344,633	19.6%
Asia	324,934	18.4%
S. America	134,131	7.6%
E. Europe	40,126	2.3%
Caribbean	18,746	1.1%
Central America	17,076	1.0%

## TRADE ASSOCIATION RESULTS

Through contacts it made using \$3,000 in PEMD funding, the Hotel Association of Canada helped Canadian hotel suppliers to export more than \$18 million in products to refurbish the Regency Hotel in Amman, Jordan. As the Association representative notes, "We couldn't have done it without PEMD, but

we also think we provide an excellent return on investment." In another instance, the Canadian Plastics Industry Association reports that from a PEMD supported matchmaking activity at K'98 (a trade show in Dusseldorf, Germany), 4 of 14 companies surveyed estimated on-site sales totalling \$575,000, while 6 companies estimated sales of \$48.5 million over the next 12 months. As a result of a 1998 trade mission to South America led by the Geomatics Industry Association of Canada, a network of 14 Canadian firms is now pursuing two World Bank-financed projects with the Argentine government for early flood warning systems. These are but a few examples of the successes that national industry associations and their members are achieving.

