

Report on Survey of 1996-97 PEMD Users

As in 1995 and 1996, all of the companies that received PEMD assistance in the 1996-97 fiscal year were surveyed by letter by the Export Development Division of DFAIT in June, 1997. Of the 685 companies canvassed, 140 or 20% responded.

The objective of the survey was to determine from the recipient company whether the assistance had contributed to the company's success in its target market and the usefulness of the program, and to obtain the company's views as to how the program could be improved.

For the purpose of this survey "success" is defined as actual export sales or contractual success, a distributor/agent or joint venture relationship, the identification of potential representatives/distributors or buyers, or useful market intelligence/ information.

Of the 140 responding companies, 43% indicated that the PEMD assistance they received had contributed to their export sales or contractual success and they anticipated additional future success. Sixteen percent indicated that although they had not made any sales or had contractual success to date, they anticipated some sales within the next year. Twenty-three percent identified their success as finding a distributor or agent to represent them in the target market.

Fifteen percent of the 140 companies specified that they had either made good contacts, i.e. potential buyers or representatives in the target market, or garnered useful market information or intelligence from their PEMD supported activities.

Only three of the responding companies, or less than 3%, did not indicate any usefulness or material results from their PEMD supported export market development activities.

"...our company benefitted greatly from your recent contribution. As a result of the assistance, our company was able to attend the ITSEC trade show in Orlando, Florida; this is the largest and most important trade show in the Simulation and Training industry. Our attendance at the show resulted in a direct sales lead which quickly turned into an actual sale.

"The PEMD program serves a useful purpose, providing marketing assistance for exporters. Unlike many government programs, the PEMD application process is simple and direct, with a minimum of forms to complete. Furthermore, in our experience, processing of PEMD applications is prompt, another major benefit." - *Aaron Friedman, Vice- President, Finance and Administration, Virtual Prototypes Inc., Montreal, Quebec*