

“PEMD has helped us do more promotion, do more shows, spend more time working on projects. We hired a full time marketing and sales person and I think this year is going to be a breakthrough for us in the markets we are concentrating on and like I tell most people, it doesn’t happen over night.

“Our experience has been good with PEMD up to now, and I am sure it will continue.” - *Bob Bona, President, Scotian Homes, Enfield, Nova Scotia*

Capital Project Bidding (CPB)

PEMD assists companies by sharing the costs associated with bidding on major capital projects outside of Canada. This element accounted for \$1.8 million or 17% of PEMD expenditures in 1996-97. This total was comprised of \$902,689 in expenditures by the International Trade Centres (based on \$1.76 million in approvals) and \$921,000 in expenditures representing assistance approval by Industry Canada HQ under the old CPB company eligibility criteria prior to 1995. In 1995-96, approvals and expenditures were \$3.54 million and \$2.39 million respectively. The decline in usage of this program element is due to the reduction in 1995 of the company size eligibility criterion from companies of any size to smaller companies with sales of \$10 million or less. Understandably the high risk and cost of bidding on international capital projects, coupled with its very competitive nature, is an activity of less interest to small firms.

New to Exporting Companies (NEC)

Implemented in 1993-94 with the MDS element, this program component focuses on the specific needs of smaller companies with little or no export experience. Such a company can receive up to \$7.5 thousand in assistance for a market visit or trade fair participation in a market it wishes to investigate. Nine hundred and eighty thousand dollars was approved and six hundred and ninety-ix thousand dollars expended by 234 companies. This expenditure accounted for 6.48% of the total PEMD budget.

Trade Association Activities

The Trade Association Activities component of PEMD provides non-repayable support to non-profit national trade or industry organizations that undertake generic promotional, market intelligence or market access improvement activities on behalf of their member companies. Twenty-four trade associations were approved for \$1.69 million of which \$1.3 million was expended in 1996-97.