

TABLE 1 / TABLEAU 1  
 SUMMARY OF PROGRAM - SOMMAIRE DU PROGRAMME  
 INDUSTRY INITIATED ACTIVITIES-ACTIVITES MISES EN MARCHÉ PAR L'INDUSTRIE  
 (BY SECTION / PAR SECTION)

| YEAR<br>ANNEE                                 | Project<br>Bidding           | Visits<br>Outside<br>Canada        | Trade Fairs<br>Abroad                              | Visits<br>to<br>Canada  | Export<br>Consortia          | Sales<br>Offices<br>Abroad                         | Fish   | Food         | Non-profit<br>Organizations           | Marketing<br>Agreements    | Innovative<br>Marketing               | TOTAL   |
|-----------------------------------------------|------------------------------|------------------------------------|----------------------------------------------------|-------------------------|------------------------------|----------------------------------------------------|--------|--------------|---------------------------------------|----------------------------|---------------------------------------|---------|
| NUMBER OF APPLICATIONS RECEIVED               | 263                          | 1,861                              | 1,845                                              | 119                     | 3                            | 41                                                 | 0      | 53           | 0                                     | 8                          | 0                                     | 4,193   |
| NOMBRE DE DEMANDES RECUES                     | 220                          | 2,224                              | 1,753                                              | 146                     | 1                            | 64                                                 | 0      | 68           | 0                                     | 14                         | 2                                     | 4,492   |
|                                               | 9,708                        | 26,509                             | 20,657                                             | 2,180                   | 92                           | 961                                                | 62     | 1,790        | 290                                   | 29                         | 2                                     | 62,280  |
| NUMBER OF APPLICATIONS APPROVED               | 166                          | 1,297                              | 1,442                                              | 96                      | 0                            | 13                                                 | 0      | 50           | 0                                     | 4                          | 0                                     | 3,068   |
| NOMBRE DE DEMANDES APPROUVEES                 | 116                          | 1,602                              | 1,339                                              | 98                      | 0                            | 14                                                 | 0      | 52           | 0                                     | 6                          | 0                                     | 3,227   |
|                                               | 6,067                        | 18,655                             | 15,904                                             | 1,543                   | 59                           | 428                                                | 55     | 1,390        | 231                                   | 12                         | 0                                     | 44,344  |
| AMOUNTS APPROVED (\$000)                      | 6,898                        | 4,159                              | 8,707                                              | 446                     | 0                            | 1,468                                              | 0      | 1,191        | 0                                     | 193                        | 0                                     | 23,062  |
| SOMMES APPROUVEES (\$000)                     | 6,274                        | 5,237                              | 8,404                                              | 421                     | 0                            | 1,438                                              | 0      | 1,292        | 0                                     | 312                        | 0                                     | 23,378  |
|                                               | 156,066                      | 59,199                             | 101,124                                            | 6,642                   | 3,030                        | 50,313                                             | 14,960 | 114,605      | 2,369                                 | 704                        | 0                                     | 409,012 |
| AMOUNTS EXPENDED (\$000)                      | 4,997                        | 2,842                              | 5,917                                              | 219                     | 0                            | 1,849                                              | 548    | 648          | 0                                     | 143                        | 0                                     | 17,163  |
| SOMMES DEPENSEES (\$000)                      | 2,667                        | 3,230                              | 5,483                                              | 186                     | 0                            | 477                                                | 0      | 1,067        | 0                                     | 219                        | 0                                     | 13,329  |
|                                               | 84,929                       | 38,408                             | 68,212                                             | 3,073                   | 2,826                        | 25,262                                             | 14,660 | 9,566        | 1,929                                 | 362                        | 0                                     | 249,227 |
| REPORTED SALES (\$ MILLIONS)                  | 66                           | 70                                 | 655                                                | 152                     | 4                            | 83                                                 | 7      | 14           | 0                                     | 0                          | 0                                     | 1,051   |
| VENTES DECLAREES (\$ MILLIONS)                | 97                           | 47                                 | 254                                                | 60                      | 0                            | 68                                                 | 0      | 9            | 0                                     | 0                          | 0                                     | 535     |
|                                               | 6,163                        | 817                                | 1,817                                              | 445                     | 24                           | 368                                                | 7      | 79           | 0                                     | 0                          | 0                                     | 9,720   |
| SUCCESSFUL PROJECTS                           | 661                          | 3,333                              | 5,135                                              | 268                     | 7                            | 114                                                | 7      | 269          | 0                                     | 0                          | 0                                     | 9,794   |
| PROJETS COURONNES DE SUCCES                   | 417                          | 339                                | 1,190                                              | 81                      | 11                           | 1,371                                              | 242    | 77           | 0                                     | 0                          | 0                                     | 3,728   |
| REPAYMENTS (\$ 000)                           | 5,759                        | 3,684                              | 7,936                                              | 518                     | 265                          | 6,271                                              | 246    | 634          | 0                                     | 0                          | 0                                     | 25,313  |
| BENEFIT-COST RATIO (SALES VS. EXPENDITURE)    | 72:1                         | 21:1                               | 26:1                                               | 145:1                   | 8:1                          | 14:1                                               | 0      | 8:1          | 0                                     | 0                          | 0                                     | 39:1    |
| RAPPORT AVANTAGES-COUTS (VENTES VS. DEPENSES) |                              |                                    |                                                    |                         |                              |                                                    |        |              |                                       |                            |                                       |         |
| YEAR<br>ANNEE                                 | Project<br>pour un<br>projet | Visits<br>l'exterieur<br>du Canada | Foires<br>commerciales<br>l'exterieur<br>du Canada | Visites<br>au<br>Canada | Consortiums<br>d'exportation | Bureaux de<br>ventes<br>permanents<br>a l'etranger | Pêche  | Alimentation | Organisations<br>sans but<br>lucratif | Contrats<br>de<br>commerce | Commer-<br>cialisation<br>innovatrice | TOTAL   |