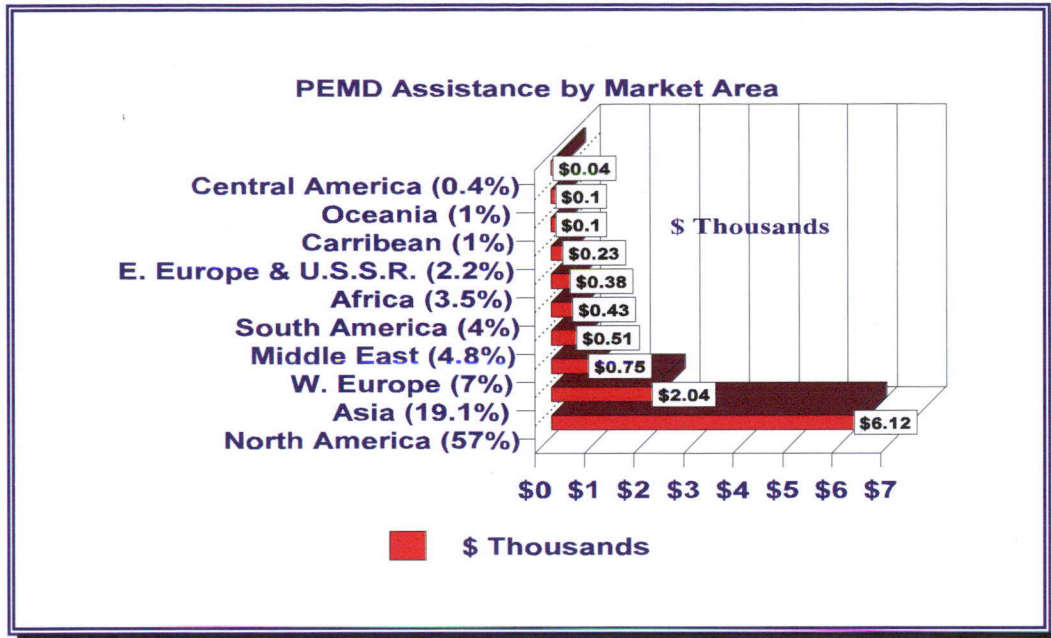


## APPLICATIONS

In 1996-97, PEMD received 994 applications. A total of 727 applications from companies and industry associations were approved, with authorized assistance valued at \$24.4 million. Of this amount, \$10.73 was claimed in 1996-97.



Canada's North America Free Trade (NAFTA) partners, the U.S. and Mexico, accounted for \$6.12 million or 57% of PEMD expenditures on market development activities in 1996-97. The largest single market for PEMD was the U.S. with 361 applications authorized and \$5.5 million in assistance, (or 52% of the total). This was followed by the Asia-Pacific region with \$2.04 million (or 19.1%). Western Europe accounted for \$752 thousand (or 7%), followed by the Middle East at \$515 thousand (or 4.8%).

### *PEMD Assistance by Company Size*

Of the 703 companies approved for PEMD assistance in 1996-97, 429 companies were very small with less than \$2 million in annual sales. This group of companies received \$12.5 million in PEMD assistance. This was 55% of total approved company assistance in 1996-97.