

made worthwhile contacts in the target market and/or obtained useful market intelligence and information which they believed would be beneficial to their export sales efforts in the future.

The most popular target market for PEMD assisted companies was the United States with 53% of total assistance followed by The People's Republic of China with 4.3% and Mexico with 4%.

The top countries with respect to company reported sales/contracts, resulting from PEMD assisted market development activity, were Algeria with almost 70% or (\$260 million) of total reported sales/contracts, followed by USA with \$11 million. Algeria is not usually a leading market with respect to company reported sales/contracts. However in 1996-97, one Canadian company, utilizing PEMD capital project bidding assistance, was successful in winning a tender in Algeria, valued at \$260 million.

Ontario and Quebec firms received 39% and 38.9% respectively, of total assistance claimed, followed by British Columbia with 17.4%.

Firms in the manufacturing sector utilized \$5.64 million of assistance followed by service industry firms with \$3.43 million.

Of the 703 companies approved for assistance in 1996-97, 429 were very small with less than \$2 million in annual sales. A further 150 companies had sales of less than \$5 million. These two groups of companies received 74% of the total assistance claimed.