

PEMD SUCCESS STORY**Mr. J.W. Fickes**

President & CEO
F & S Manufacturing Inc.
Martins Point, Nova Scotia

"PEMD has supplied us with the financial support we needed to attend more trade shows therefore increasing the exposure and awareness of our product."

PEMD ASSISTANCE EXPENDITURES BY COUNTRY

The top country targeted for PEMD-assisted market development activities by Canadian companies in 1998-99 was the U.S. with \$5.55 million or 64% of total expenditures. France was the second most targeted country, with \$247 thousand in expenditures (3%), followed by China with \$223 thousand (2.6%)

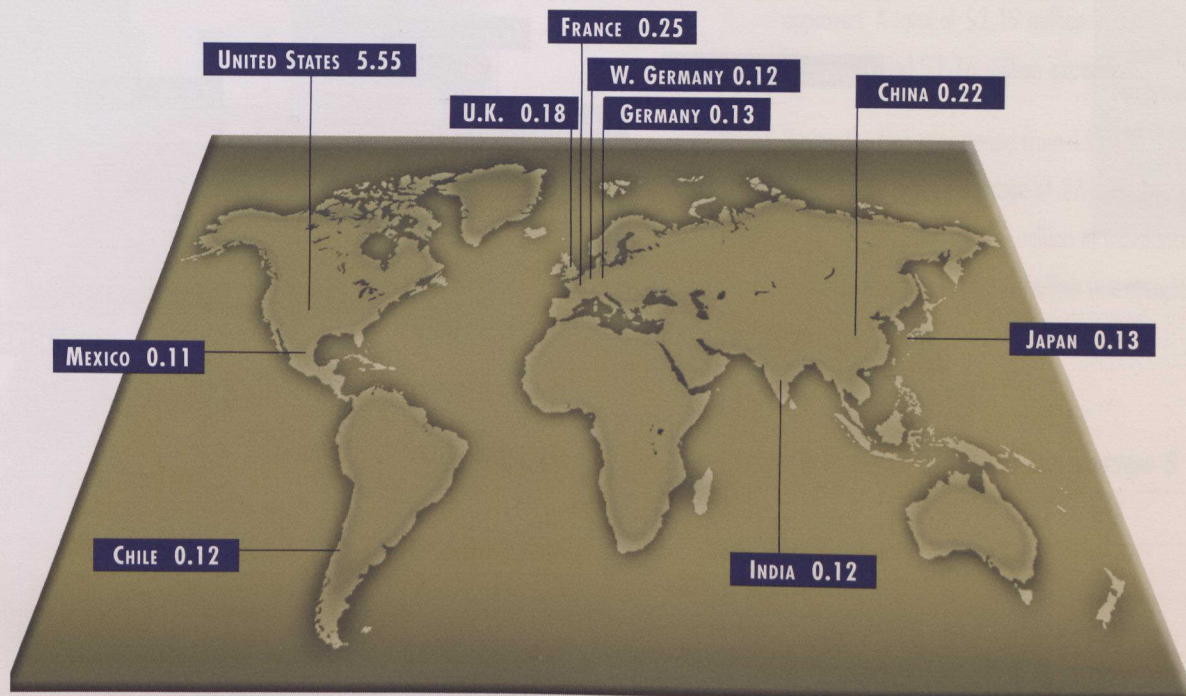
The United Kingdom was once again the fourth highest target market with \$181 thousand in expenditures (2%). Following this was United Germany with \$128 thousand in expenditures (1.5%) and Japan with \$127 thousand in expenditures (1.5%). Japan's expenditures decreased substantially from \$483 thousand in 1997-98.

Rounding out the top ten countries was Chile with \$117 thousand (1.4%), India with \$116 thousand (1.3%), West Germany with \$115 thousand (1.3%), and Mexico with \$112 thousand (1.3%).

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TOP TEN COUNTRIES FOR ASSISTANCE EXPENDITURES 1998-99 (\$ MILLIONS)



ASSISTANCE EXPENDED \$8.62 MILLION