

## International Market Development (continued)

Strategic Goal: Enhance Canadian competitiveness in specific sectors and markets around the world

Strategic Priority	Results in 2002-03
Provide market development funding	<p>Some 647 Canadian companies and 50 trade associations were granted \$19.1 million in financial assistance through the <b>Program for Export Market Development (PEMD)</b>. About \$3.1 million in repayments were received. A 2002 survey of clients revealed a 92 percent rate of satisfaction with PEMD, with about 74 percent of company respondents indicating that PEMD helped increased exposure for the company and its products, establish contacts/networks and find distributors/agents/buyers.</p> <p>Under the <b>Agri-Food Trade Program</b>, \$15.7 million was provided to 68 industry associations for the development of international markets for agriculture, agri-food, food, beverage and seafood products.</p> <p>The <b>Canada Wood Export</b> program is already well-known among the 13 national and 20 provincial Canadian wood export organizations, representing virtually all existing and potential Canadian wood products exporters eligible under the program. Under the Program, eight associations representing more than 1,000 existing and potential exporters were provided with \$2.77 million to support such major projects and initiatives as: Canada wood promotion offices run by industry in Mumbai, India and Shanghai, China; Canadian wood promotion representation in Seoul, South Korea and Taipei, Taiwan; 10 wood market studies; and training 12 Chinese building inspectors in wood frame construction techniques.</p> <p>The Business Development Bank of Canada (BDC) provided support - loans, venture capital and consulting services - to over 21,000 commercially viable small- and medium-sized Canadian businesses and has a total financing portfolio of \$8 billion. BDC's unique and specialized solutions include a single approach for working capital needs to support the development of new products and export markets. BDC Consulting Group delivers specialized export advice to help businesses become export-savvy by assessing global opportunities, increasing production capacity while establishing international trade contacts and conforming to international regulations. BDC's Going Global solution provides a step-by-step approach to exporting that includes practical, authoritative information to help evaluate export potential and readiness.</p> <p>In its first full year of operation, the popularity of the <b>Trade Routes</b> program was such that it was over-subscribed by 3.5 to 1. In addition, trade officers responded to over 675 requests for further information and advice on the program.</p>

