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"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

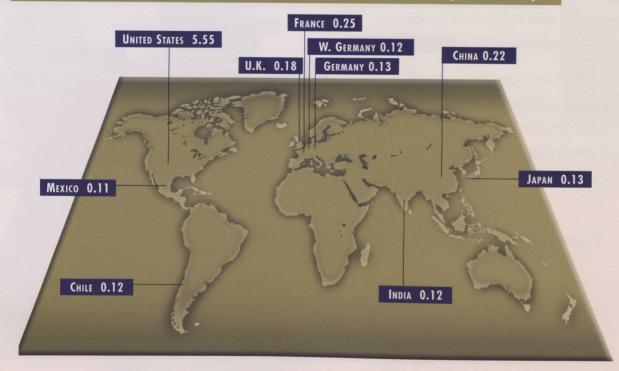
The top country targeted for PEMD-assisted market development activities by Canadian companies in 1998-99 was the U.S. with \$5.55 million or 64% of total expenditures. France was the second most targeted country, with \$247 thousand in expenditures (3%), followed by China with \$223 thousand (2.6%)

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%).



## Top Ten Countries for Assistance Expenditures 1998-99(\$ millions)



ASSISTANCE EXPENDED \$8.62 MILLION