

Only four companies expressed concern about the accessibility and delivery of the program, with about half of the 140 respondents not expressing any opinion. The four concerned companies were unhappy with the length of time it took to obtain approval or with delivery staff inattentiveness. Nevertheless, 60% of the respondents did have suggestions for changes or improvements to the program, some of which touched on its delivery. Eleven companies suggested that with respect to approving applications and expense claims, the response time could be faster. The most commonly suggested changes however (at 32%) was for enriched assistance particularly making accommodation and meal expenses an eligible cost.

Some of the more interesting suggestions included “automatic” or “much closer” linkage between approved PEMD assistance and the assured provision of Embassy support and assistance to implement the company’s approved PEMD market development plan in the target market (mentioned by five respondents). Other suggestions were: increasing the assistance level for successful companies, including in MDS a capital project bidding type of notice of intent to apply (from which date incurred expenses would be eligible if approval ultimately received) and, an initial market identification trip element for all MDS applicants.

“The Program for Export Market Development (PEMD) provides an excellent opportunity for small businesses to develop its market share at the international level. In this global competitive market, we need all kinds of support we can get. The support and assistance from this program were both very helpful to Canadian businesses.

“Our experience with this program has been worthwhile and it has provided us with something to build upon. We feel that PEMD is an excellent program in helping Canadian businesses to compete in today’s challenging global economy.” - *Dr. Norman Kwan, Vice-president, Biomedical Implant Technology Inc., St. Catharines, Ontario*

“As beneficiaries of the Program for Export Market Development, we can attest that the efforts to market products in Western Europe will benefit our company. Agreements with distributors are being negotiated through assistance obtained under the PEMD.” - *Gilles Routhier, General Manager, Monitrol Inc., Boucherville, Quebec*

“We have appreciated receiving the funds and we are seeing the success, and the jobs that have been created with the project. In regards to the administration of the monies, we found the process relatively straightforward and not administratively cumbersome, which we feared it may be at the start of the process.

“In closing, this program has assisted us in building our US market position as the industry leader of Real Estate software in the United States. We have to believe these kinds of results are exactly the goal of this program.” - *Allan Lambert, General Manager, Operations, Top Producer, Richmond, British Columbia*