

TABLE 3.1

PROGRAM FOR EXPORT MARKET DEVELOPMENT (PEMD)

| Year | Number of Proposals Received | (Government-Initiated) | | | Budget Approved (\$ Millions) | Expenditures (\$ Millions) | Sales (\$ Millions) |
|----------|------------------------------|-----------------------------|------------------------------|------|-------------------------------|----------------------------|---------------------|
| | | Number of Projects Approved | Number of Companies Assisted | | | | |
| 1985/86 | 1 033 | 385 | 1 709 | 15.8 | 15.2 | 763 | |
| 1986/87 | 1 219 | 323 | 1 403 | 13.9 | 11.9 | 444 | |
| 1987/88 | 1 576 | 297 | 1 575 | 11.6 | 12.2 | 500 | |
| 1988/89 | 1 464 | 297 | 1 593 | 14.7 | 13.8 | 800 | |
| 1989/90 | 1 620 | 331 | 2 016 | 17.6 | 17.6 | 900 | |
| 1990/91* | 1 010 | 317 | TBA | 20.2 | 20.6 | 1 300 | |

| Year | Number of Applications Received | (Industry-Initiated) | | | Expenditures (\$ Millions) | Sales (\$ Millions) |
|----------|---------------------------------|---------------------------------|--------------------------------|------|----------------------------|---------------------|
| | | Number of Applications Approved | Amount Committed (\$ Millions) | | | |
| 1985/86 | 5 363 | 3 664 | 36.3 | 33.7 | 583 | |
| 1986/87 | 4 426 | 2 992 | 29.4 | 24.0 | 572 | |
| 1987/88 | 3 997 | 2 738 | 22.3 | 18.8 | 1 065 | |
| 1988/89 | 4 193 | 3 068 | 28.1 | 17.2 | 1 051 | |
| 1989/90 | 4 492 | 3 227 | 23.4 | 13.3 | 535 | |
| 1990/91* | 5 261 | 3 693 | 35.7 | 19.0 | 600 | |

* Preliminary

NOTE: Sales results in 1987/88 and 1988/89 include reports recorded at that time, but attributable to previous years.

Increased costs, narrower criteria and changes in the review process have reduced the number of proposals submitted under the government-initiated component. The budget of \$20.2 million supported 197 trade fairs, 37 outgoing trade missions and 83 incoming buyer missions.

INTERNATIONAL FINANCIAL SERVICES AND CAPITAL PROJECTS

The International Financial Services and Capital Projects Division is responsible for the Canada Account Financing Program which is administered by the Export Development Corporation (EDC). The Program is a financing facility of last resort, responding to requests for export finance, trade-related insurance and foreign investment insurance in circumstances where the EDC is not able to provide such services on its own. Since 1986, there has been a steady increase in demand for tight Canada Account funds. Nineteen transactions were signed in 1990, requiring Canada Account financing of

\$191 million in countries such as China, Indonesia, Morocco, Kenya and Jamaica.

The Division also promotes, for the Department, business opportunities with International Financial Institutions (IFIs) which include the World Bank, the five regional development banks and UN agencies. Through its involvement in a joint working group with Industry, Science and Technology Canada, the Division also encourages the participation of Canadian firms in international capital projects not funded by IFIs. The cost-recoverable Technical Assistance Program provides developing countries with Canadian government expertise. The Division is now responsible for promoting trade development and assisting exporters of services.

INTERNATIONAL TRADE CENTRES AND EXPORT EDUCATION

As an integral part of Canada International Trade Month, Marketplace '90 is a unique program for small to medium-sized companies preparing to