

indicated that the program had been useful and contributed to their export market development success. Several representative excerpts from these responses are included in the body of this report. As well, a summary of the survey result appears in the last section of this report.

EXPORT AWARD WINNERS

The Canada Export Awards are presented annually in October by the Department of Foreign Affairs and International Trade to Canadian companies in recognition of their achievements in exporting their products and/or services to markets around the world. Winning firms receive national publicity to recognize their success and encourage others to emulate their performance as exporters.

Of the 154 companies that were Canada Export Award Winners from 1983 to 1996, 138 were PEMD users.

ASSISTANCE EXPENDITURES AND REPAYMENTS

In 1996-97, total program expenditures were \$12.9 million. As in 1995-96, the program budget, which had been reduced in 1995 by 40% from \$19.02 million to \$11.52 million proved to be insufficient to satisfy demand for assistance to industry. The shortfall was financed out of Departmental surplus funds.

