

“PEMD has given us the additional cash flow to enter into the market with a stronger presence in the U.S. and has allowed us to attract attention of potential buyers much quicker than we would have otherwise.

“The strengths of the program are that it is flexible enough to reflect the realities of business operations and we are very impressed with the inclusion of web page development as a qualified expense.

“PEMD is a ‘win win’ program in our estimation.” - *John Michener, Director of Planning, Veriteq Instruments Inc., Richmond, British Columbia*

“...the financial assistance our company has received from the government’s program was very helpful in the fact that we could participate at some commercial exhibitions to introduce our new product ‘LUMI-2000’ on the international market.

“I believe that your program and assistance definitely contributed in taking a decision for A-1 Airtek to go on the international market.” - *Normand Verret, President, A-1 Airtek, Edmunston, New Brunswick*

Expended Assistance by Program Element

The restructuring in 1993 of the program to facilitate the provision of assistance for the execution of a company’s multi-activity one or two year Market Development Strategy (MDS), as opposed to only single-activity assistance prior to 1993, is considered to have significantly improved the effectiveness of the program. In addition to reducing paperwork and administration costs for both industry and government, it has also contributed to a more focused and longer term planned approach on the part of the firms with respect to the establishment of their products, technologies or services in an export market. The greatly expanded list of eligible costs and the extended pay-back plan have also been viewed as important improvements by PEMD users.

Market Development Strategies (MDS)

\$19.95 million of MDS assistance was approved in 1996-97 with \$6.9 million expended before year end. This accounted for over 64% of the total \$10.73 million expended by companies and associations under the program, up from \$6.03 million in 1995-96.