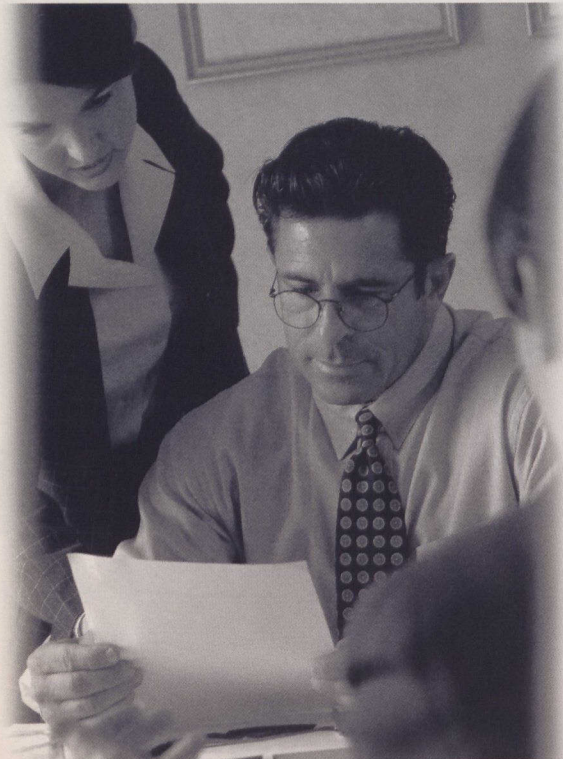


The Program for Export Market Development

(PEMD) is an element of the Canadian government's international business development strategy. Its mandate is to contribute to the improvement of Canada's performance in international markets by introducing smaller companies to exporting as well as to new markets. As a consequence, the program contributes to increased domestic production and employment growth. This was the fourth year of operation of a program refocused on smaller firms as a result of the International Business Development (Wilson) Committee's recommendations of 1994.



The PEMD partnership with Canadian business is an investment in a company's commitment to develop international export markets. It is not a grant, loan or entitlement, but rather a conditionally repayable contribution. Repayment of the contribution is based on contracts obtained or on incremental sales made by the recipient company as a result of the PEMD supported activities in the target market.

PEMD is managed by the Export Development Division (TCE), Trade Commissioner Service Overseas Programs and Service Bureau, of the Department of Foreign Affairs and International Trade (DFAIT), and jointly administered with Industry Canada (IC), through the

regional International Trade Centres. In Quebec, the regional offices of the Canada Economic Development for Quebec regions assist with the delivery of the program. The Department of Agriculture and Agri-Food also assists with the delivery of the Program through its regional offices across Canada.

The PEMD Program is comprised of four major elements: Market Development Strategies, New-to-Exporting Companies, Capital Projects Bidding and Trade Association Activities.

This report looks at the performance of all elements of the program in 1998-99. The report is divided into four sections. The first section describes the elements of the program's assistance in general. The second presents results of the program's performance with regard to Industry. The third focuses on the performance of the program with respect to trade associations. The final section presents summary findings from the 1998-99 PEMD user survey.

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 that recognizes their success and encourages others to emulate their performance as exporters. Of the 174 companies that were Canada Export Award Winners, 152 were PEMD users.