

“Certainly the main benefit of the PEMD is to assist Canadian companies explore new markets which it does very well. The program is presented satisfactorily and is user friendly. G. N. Plastics will certainly continue to use PEMDs whenever possible.” - *Jerome Romkey, Marketing Manager, G.N. Plastics Company Limited, Chester, Nova Scotia*

“This financial contribution has enabled us to develop new markets and to considerably increase our sales on the target market.

“Without the financial assistance, we could not have continued to develop our exports as we have.

“Our successes abroad have been very conclusive. Export sales have increased by 60% over last year, largely because we have been able to develop new markets abroad.

“Your financial aid is essential to SMEs like ours, since the cost of getting into exporting is high, even though exporting is an essential part of business expansion.” - *Lyne Malboeuf, Marketing Advisor, Duo Vac Inc., Laval, Quebec*

### ***PEMD Applications by Province***

Ontario based firms accounted for 31% or 216 of the 703 approved company applications in 1996-97, followed by Quebec with 23% (160 firms) and British Columbia with 16% (110 firms).

The largest increase in approved applications was in Quebec which increased from 131 companies in 1995-96 to the above noted 160 companies in 1996-97. Quebec firms also have access to the provincial Programme d'aide à la promotion des exportation (APEX) which provides non-repayable assistance to support export market development activities. Accordingly, the PEMD program tends to be a source of last resort for Quebec firms when they are ineligible for APEX assistance because of their size or other reasons or when that program budget is exhausted. However, the broadened accessibility of the PEMD program in Quebec (through the assistance of the FORDQ offices) coupled with some downsizing and changes to the APEX program, seems to have more than compensated for this in 1996-97.