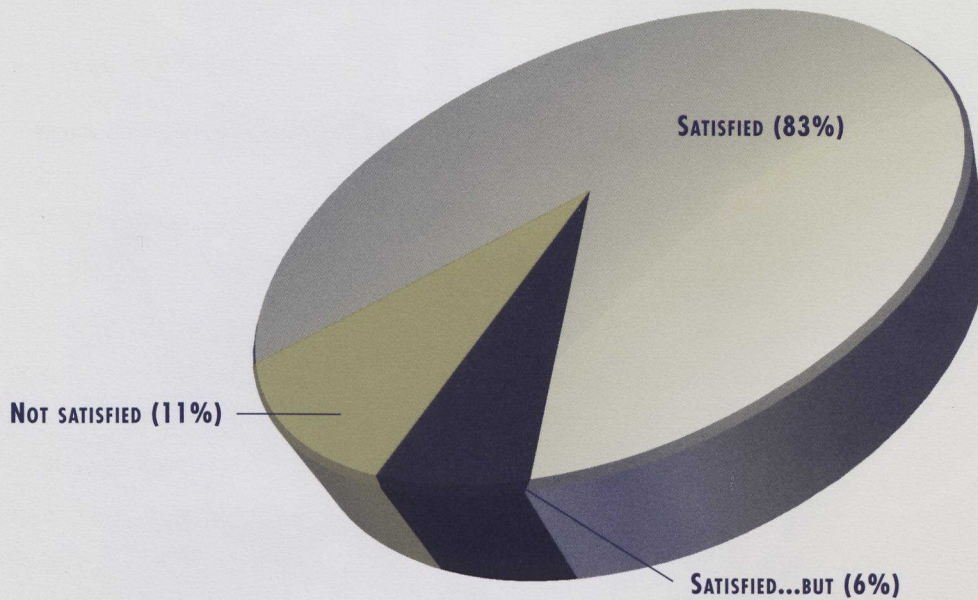


## SATISFACTION WITH ACCESSIBILITY AND DELIVERY OF PROGRAM



### PROGRAM'S STRENGTHS AND WEAKNESSES

Regarding the Program's strengths, respondents cited the financial support, the versatility and clarity of the Program which allows SMEs to compete in a global market and to address their export needs, helpful staff, program accessibility and, the provision of important market intelligence.

In contrast, the most frequently mentioned weaknesses were the scope of the application and the lack of Program funding.

### PROGRAM ACCESSIBILITY

The majority (83%) of respondents indicated that they were satisfied with the accessibility of the PEMD program and the manner in which it was delivered. Another 6% of the respondents indicated that they were satisfied but provided comments that were more negative in nature. The most frequently cited reason for satisfaction was the competency of staff.

Of the 11% who indicated that they were dissatisfied, some stated that it was overly bureaucratic and hard to administer, the approval process was too lengthy, there were geographical limitations on markets and that there should be a better exchange of information and a broader network of personnel/contacts.

#### PEMD SUCCESS STORY

##### **Mr. Jean-Yves Martel**

Vice president finance  
Pascal Blais productions/animation  
Montreal, Quebec

*"Special IMAX projects - A S... Canada-Japan-Russia partnership for the production of an IMAX film project. The investment in the development phase of this type of project, before the final signature, was colossal. Japan and the United States have invested more than S... in Montreal to produce the project, which was completed in June 1999. Since then, the product has been exported to Japan, Australia as well as the cities of Oslo, Paris and London, and other countries are in the process of signing agreements."*

*"Current Affairs - Over the past year, the United States and Mexico have generated...(outstanding) revenue... as a result of our advertising activities. A 40% increase thanks to the marketing campaigns."*

*Note: Pascal Blais won an Oscar in March 2000 for the production of The Old Man and the Sea.*