

The top market for PEMD-assisted development activities of Canadian companies was the U.S. which accounted for \$14.16 million in authorized assistance or approximately 68% of the total \$20.93 million approved and more than two-thirds of the total actual PEMD expenditures. France was the second most targeted market followed by China.

On the trade association side, almost half of the expenditures were incurred on market development activities in North America while Western Europe and Asia ranked second and third respectively. The country most targeted by trade associations was the U. S., followed by Germany and Japan.

The highest export revenue/sales reported by PEMD companies in a target market, as a result of PEMD assistance, were to the U.S., Japan, and the United Kingdom.

SURVEY

A survey of program users showed 80% reporting that PEMD contributed to some success of their company in their target market.

The majority of survey respondents (83%) also indicated that they were satisfied with the accessibility of the PEMD program and the manner in which it is delivered.

Respondents identified both strengths and weaknesses of the program. The most frequently mentioned strength was that the program allowed SMEs to compete in a global market. The most frequently mentioned weakness was the scope of the application and the limited funding of the program.

The majority of improvements to the PEMD Program suggested by survey participants revolved around financial support and program flexibility.

