

“Sepp’s continues to push ahead in the US. We are opening new distributors and brokers on a monthly basis but it is not easy. The PEMD program has helped in ways that I would not have imagined at the outset.

“One of the ways is that it has assisted us is in removing the conservative fear of spending that is common within a small company. The US is a big country and when you parachute into a large market you can come out of it with all or nothing.

“Another way in which it has helped us is to expand our territory of activity beyond that which we would normally attack. Sepp’s is now active on the East Coast of the US with our private label waffles, gingerbread, and deli products.” - *Ted Lawson, National Sales Manager, Sepp’s Gourmet Foods Ltd., Langley, British Columbia*

“The PEMD Assistance Program has contributed to our company’s success over the years as we have been users of the program since 1980. Most of the products...are sold around the world. This involves travel to distant places such as Europe, Asia, South America, as well as participation in Trade Shows where we display capital equipment. The costs would prove to be prohibitive for a company of Canbar’s size if it were not for the PEMD program.

“We at Canbar have always viewed the program as an invaluable tool for international marketing and sales of our products. It enables us to go to distant Trade Shows and/or follow up visits to countries which would be denied if we were operating exclusively on our unassisted budget.

“I think that the strength of the program is its accessibility to small manufacturers who are involved in export or considering export for the first time. The cost sharing helps to reduce the initial impact on small sales budgets and the repayment system is such that it imposes no hardship in a given year. The quick turnaround and prompt responses are extremely helpful.” - *J. A. Smith, Vice-President, Marketing & Sales, Canbar Inc., Waterloo,*

Over two-thirds of the 140 respond-ing companies noted more than one result from their PEMD supported activities eg. both actual sales and a distributorship/ agency relationship.

Of the 137 companies that indicated the assistance had been useful to them in their export market development efforts, over one third indicated it had been “essential”, “crucial” or “very important”. Only three companies actually specified that the program had not been useful.

In the survey letter, companies were also asked for their views about accessibility to the program and the manner in which it was delivered. One quarter indicated that program accessibility/delivery was good or satisfactory, while another 24% were very complimentary using “extremely helpful” or “very good”.