

## The Export Development Division,

which manages PEMD, conducted a mail survey of Canadian businesses that used the PEMD program during the 1998-99 fiscal year. Of the 1,000 companies that were sent a survey, 184 were completed for a return rate of approximately 18%.

Respondents to the survey represented all regions in Canada. Almost one-third were from Ontario, 24% from Quebec, 17% from the Prairies, 15% from British Columbia and 12% were from the Maritimes.

The objective of the survey was to determine the degree to which the PEMD Program contributed to the success of companies in developing their target export markets and also to identify the strengths and weaknesses of the program including its accessibility and, the changes necessary to make the program more effective and useful to the Canadian exporter.

One hundred and twenty-nine respondents provided descriptions of how PEMD contributed to the success of their business. The most frequently mentioned contributions were export sales or contracts (e.g. secured new contracts, won tenders etc.), increased exposure or promotion of their product through trade show participation or the development of visual marketing materials, the identification of potential representatives/distributors/agents or buyers or, the garnering of useful market intelligence/information in the target.

Of those who indicated that the PEMD program did not contribute to their success, the most frequently mentioned reasons were: a non-competitive product, cash flow problems and barriers created by governments of the target export markets.

### CONTRIBUTION TO SUCCESS 1998-99

