

“I can state quite emphatically that PEMD assistance contributed to our Company’s ability to penetrate the export markets which we targeted with the assistance of the government’s funds. So far, confirmed orders which were procured from the region where PEMD assistance was focused exceed \$1,600,000 with additional contracts circled to increase the contracts to approximately \$5,000,000.” - *Dan L. Fritz, Queenship Yacht Works Inc., Maple Ridge, British Columbia*

“We would like you to know that without this program, we would have been totally unable to do the research and development required to penetrate the Japanese market.

“Under the program, we have been able:

- 1) to adapt our product and our documentation to the target market;
- 2) to carry out our market analyses;
- 3) to outline our market entry strategy.

“Our sales objectives were attained and even surpassed during the first two years. In our field, we absolutely have to get into exporting - otherwise, we would have difficulty surviving.” - *Céline Trépanier, Vice-President Marketing, Fermco Industries, St-Adelphe, Quebec*

“Garneau is very satisfied with the PEMD program.

“Garneau has only been involved with the Capital Projects Bidding. This program allows for us to explore the larger international projects; ones we may not have bid upon previously, due to the possible financial risks. It has broadened our opportunities and encouraged us to become more involved in the marketing aspect of our business.” - *Darlene Drover, Marketing Administration, Garneau Inc., Nisku, Alberta*

Top Ten Countries for Assistance Expenditures

The top ten target markets for the PEMD-assisted market development activities of Canadian companies in 1996-97 were: the United States with \$5.5 million which was 52% of total expenditures. This was 6.9% higher than 1995-96. The next most popular country was Japan with \$718 thousand or 6.7% of expenditures (the year before Japan accounted for only \$270 thousand). Mexico was number three again this year at \$467 thousand or 4.3%; last year it was also the third highest with \$440 thousand or 4.6%.