

Section 4.—Miscellaneous Aids or Controls

Subsection 1.—Domestic Commerce Service*

Government Aid to Small Business.—The Small Business Branch of the Department of Trade and Commerce provides liaison between the Federal Government and small business. It is a contact point for businessmen, either individually or through their associations, to explain their problems to the Government. These problems are studied and, in consultation with other departments, recommendations are made where appropriate.

The Small Business Branch provides information and help to businessmen on many aspects of business operation including such matters as the establishment of various types of businesses, sources of capital, types of business organization, production and marketing, government procurement, managerial techniques, and laws and regulations, including patents, copyrights, taxes, tariffs and unfair trade practices.

The Branch prepares and distributes information of value to small business generally. Publications available include a manual entitled *Selling to the Canadian Government*, which outlines the kinds of requirements and the procurement procedures of the Federal Government; a booklet entitled *Management Education*, which describes the management courses offered by Canadian universities to business executives and supervisors; and a booklet entitled *Federal Services for Business*, which outlines the various services available to businessmen from the Federal Government.

Industrial Promotion.—The Industrial Promotion Branch of the Department of Trade and Commerce assists manufacturers, processors and assorted service industries to expand operations in Canada. It assists Canadian manufacturers to diversify their production, and assists foreign companies and individuals interested in negotiating a manufacturing arrangement with a Canadian firm or in establishing a new branch plant in Canada. In the pursuit of these objectives, the Branch works closely with other federal agencies and with provincial, regional and municipal bodies, and also maintains liaison with private development agencies such as railways, power companies, Boards of Trade, Chambers of Commerce, and business organizations and associations.

To encourage new or increased Canadian production, the Branch provides manufacturers with information on production and marketing opportunities within the domestic market. In this regard, a program of industry studies has been developed to investigate areas of opportunities for industrial expansion and a large number of import surveys have been undertaken to obtain information about Canadian market possibilities. In addition, the Branch is equipped to assist Canadian businessmen with information on such matters as licensing arrangements, taxation, tariffs, financing and government rules and regulations. Branch publications to assist in industrial expansion include the *Industrial Promotion Bulletin* and a series of manuals on *Doing Business in Canada*.

Product Design.—The National Design Branch of the Department of Trade and Commerce administers the programs of the National Design Council. Together, the Branch and the Council have developed a number of programs to assist Canadian industry on all aspects of design and to create a greater interest and awareness among businessmen and the general public in the importance of design in the successful production and marketing of goods. A national design index illustrating and describing products of superior Canadian design is maintained. This index is a reference catalogue for buyers and the general public and is available in Canada and various centres abroad. To display products from the index, national and regional exhibitions are held in co-operation with industry. A permanent place of exhibition will be opened in 1962.

The National Design Branch organizes seminars and workshops where manufacturers and designers may meet to discuss design and its relevance to particular products and

* The information on Government Aid to Small Business, Industrial Promotion, Product Design and Capital Cost Allowance for New Products was prepared by the Director of the Trade Publicity Branch of the Department of Trade and Commerce and the material on Trade Standards by the Director of the Standards Branch of the same Department.