

Research creates new and improved products as well as better utilization of natural resources. This unique \$42 million community employs some 1,600 persons in ten resident companies and corporations. (See also Chapter 9, Section 9.3.4.)

The Ontario Economic Council is a 20-member advisory group which reports to Cabinet on methods to encourage maximum development of human and material resources throughout Ontario. Members of the Council are private citizens who serve without pay. (See also Chapter 4, Section 4.5.3.)

Manitoba. The Department of Industry and Commerce, established in 1948, is the development arm of the Manitoba government in achieving its goal of planned improvement in the provincial economy through industrial development. The key objective of the Department is to attract and establish employment-generating activities and enterprises throughout the province, particularly in rural areas. To do this, it has established various branches and agencies, using an organizational concept that provides industry specialization combined with comprehensive program support.

The Trade and Industry Group consists of four branches with specific commodity interests: Food and Drug, Machinery and Equipment, Industrial Materials and Construction, and Consumer Products; and a fifth, the Trade Development Branch which promotes the export of all commodities. Each of the commodity branches is charged with the responsibility of fostering economic growth in its sector, through expansion of existing firms and attraction of new investment. Each studies trends in its sector, identifies business opportunities, and assists firms through market research, business development and casework.

The Programs and Productivity Group has five branches directly concerned with the implementation of programs in the areas of science and technology, design improvement, transportation and distribution systems, productivity and management development and regional planning and development. Some 60 professionals plan and carry out all programs, consulting and engineering services and research activities. In addition, the Department works closely with other agencies on matters affecting Manitoba's economic development. The following associated agencies are special-purpose bodies of private citizens supported by Department staff.

Through the offices of the Trade Development Branch the Manitoba Export Corporation assists Manitoba firms in developing export sales. It works closely with each industry branch and is empowered to appoint agents abroad and to handle exports for Manitoba manufacturers. Services include extensive practical advice on pricing, documentation, export procedures and tariffs, the organization of trade fair participation, incoming and outgoing missions, and the export of professional services. The Corporation can assume all duties of an export department for Manitoba companies. The Manitoba Design Institute promotes and encourages the application of industrial design principles in Manitoba companies through a series of seminars, workshops, product evaluation sessions, packaging clinics and direct assistance.

The Manitoba Research Council serves as a focal point to encourage and co-ordinate technical undertakings in the province. It encourages co-operation between scientists and engineers in government, universities and community colleges, and industry to meet the special needs of the province arising from location, climate and resources. Several programs of innovation assistance have been devised by the Council, including an Industrial Enterprise Fellowships program to encourage research teams to use their skills to foster the creation of industrial enterprises. Other programs involve sponsoring, in industry or educational institutions, of research projects of potential economic benefit to the province. Four advisory committees of council have been commissioned to help develop centres of excellence in research in specific subject areas. A technology transfer program is available to industry, including assistance with licensing arrangements. (See also Chapter 9, Section 9.3.5.)

The Manitoba Development Corporation is a Crown corporation established in 1958 to encourage balanced development of industry in the province. The Corporation provides financial or other assistance to new and existing industrial enterprises and to community development corporations as well as technical and business advice and guidance to persons and organizations receiving financial assistance and, on request, financial consulting services to other industrial enterprises; promotes diversification of business activity and improvement of existing industry; helps develop export markets for Manitoba products; and encourages the expansion of small- to medium-sized enterprises in Manitoba. The Corporation considers