

The Grain Marketing Office consolidates the Department's operational and market development activities for grains and oilseeds and their products, and works closely with the Grains Group and the Canadian Wheat Board in a continuing review of grain policies and programs. It follows developments in grain markets and sales opportunities and maintains a comprehensive program of market development and sales promotion.

The Transportation Services Branch is concerned with the transportation environment and with short- and long-term transportation problems that affect Canadian trade and industrial development. Continuing reviews are made of freight rates and services to shippers, and of regional, national and international transportation policies and measures that have an impact on Canadian trade, and assistance is provided to shippers in selecting appropriate transportation routes and modes at lowest possible freight costs. The Branch participates in national and international organizations and conferences concerned with cargo movement, intermodal transport, simplification of documentation and facilitation of trade procedures, and international maritime development.

The Fairs and Missions Branch formulates the departmental program of trade promotions and plans, organizes and manages individual promotional events designed to stimulate the sale of Canadian products and services abroad. The range of its activities includes participating in international trade fairs, solo shows and in-store promotions, and organizing technical seminars and trade missions to and from Canada. Fairs abroad display Canadian products and expertise covering a broad spectrum from electronics and computer equipment to frozen foods; from ocean technology to Canadian styles in clothing and footwear; and from wood products to cattle. The Department provides promotional publicity and a highly organized and specially designed exhibit setting.

Missions and technical seminars vary in type depending on the objective but, in general, out-going missions are used for market investigation and evaluation and identification of technical market access problems, while incoming missions are designed to invite foreign government or company representatives, who can influence buying, to inspect the industrial capacity and technical capabilities of Canadian firms and the products and services they can supply. Technical seminars are used to acquaint potential buyers with Canadian expertise and technology in specific fields.

The Fairs and Missions program includes planned provision to take advantage, at short notice, of foreign market opportunities which cannot be foreseen; these include the Incoming Trade Delegates and Buyers Program and the Export Oriented Training Program.

18.1.2 Office of Tourism

The Office of Tourism comprises the Canadian Government Travel Bureau and the Travel Industry Branch. The Bureau is charged with promoting domestic travel and travel to Canada from other countries; the Branch is concerned with ensuring that the various sectors of the Canadian travel industry — the facilities, services and attractions — make the best possible contribution to tourism activity.

To accomplish its primary function of encouraging Canadians to "Explore Canada" and of attracting visitors to Canada, the Canadian Government Travel Bureau undertakes extensive tourist advertising and promotion campaigns in Canada and abroad, and provides tourist publicity material for newspapers, magazines, radio and television, and film outlets. It works closely with travel agents and tour operators on three continents and maintains an extensive travel counselling service, providing brochures and information to about seven million potential visitors annually. Offices are operated in New York, Chicago, San Francisco, Minneapolis, Los Angeles, Boston, Philadelphia, Cincinnati, Buffalo, Cleveland, Detroit, Washington, Pittsburgh, Atlanta and Seattle in the United States; and in London, Paris, Frankfurt, The Hague, Mexico City, Tokyo and Sydney.

The Travel Industry Branch is concerned primarily with the "supply" side of Canadian tourism. Its duties entail close examination of the nature and extent of tourist facilities and services in Canada and appraisal of their adequacy to meet visitor expectations; study of federal, provincial and private programs and policies related to the growth and development of the travel industry; assessment of industry strengths, weaknesses and problems; and preparation of advice to the Minister on ways and means to improve the facilities, services and attractions of the various sectors of the industry. Close liaison is maintained with federal and provincial departments and agencies having activities related to travel and tourism and with