

health care and pollution abatement; provides marketing assistance to service industries, particularly by providing a focal point in the Department for consulting engineers; and co-ordinates departmental marketing activities in the promotion of Canadian participation in projects financed by multilateral and bilateral aid sources such as the World Bank and regional development banks.

The Financing and Aid Branch participates in the development of policies and procedures for external aid, export credits and other export financing arrangements. In addition, it keeps Canadian exporters informed about the range of financing facilities provided by the Canadian government and those available through international financial institutions.

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.

18.3.2 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 7 million potential visitors annually. Offices are operated in New York, Chicago, San Francisco, Minneapolis, Los Angeles, Boston, Philadelphia, Cincinnati, Buffalo, Cleveland, Detroit, Washington, Pitts-