

defraying approved expenses which would otherwise inhibit their attempts to earn a share of markets. The program is divided into four main components.

Section A, incentives for participation in capital projects abroad, is applicable anywhere outside Canada. The term "capital projects" as used here is intended to describe facilities, systems and other projects requiring the provision of skilled services, engineering products and other capital goods. Section B, market identification and marketing adjustment, emphasizes manufactured goods but it can be more widely applied. It is applicable anywhere outside Canada and the continental US. Section C, participation in trade fairs abroad, is not restricted as to markets, products or services. It is applicable anywhere outside Canada but participants in Canadian national stands at the same fair abroad are not eligible. Section D, incoming foreign buyers, also has no restrictions on markets, products or services. Buyers from anywhere outside Canada and the continental US may be invited by a company to examine products and production in Canada.

The Department's contribution will normally be 50% of airfare and special and unusual costs and \$70 a day toward personnel costs. If a company receiving assistance succeeds in obtaining the business sought, repayment of the Department's contribution will be required, but no repayment is required if the company is unsuccessful.

Promotional Projects Program. The program of trade fairs and missions was set up to promote the export of Canadian products and services. It consists of a number of sponsored promotions designed to meet particular requirements and includes trade fairs abroad, trade missions, in-store promotions, travelling sample shows, incoming trade delegates and buyers programs, export-oriented training programs and, under the programs for export market development, incentives for participation in trade fairs abroad and incentives for incoming foreign buyers.

The Fashion Design assistance program is administered by Fashion/Canada, an incorporated body of representatives from federal and provincial governments and major associations of the Canadian fashion industry. The designer development part of the program provides opportunities for student and established fashion designers to acquire advanced training in their craft. Design/designer promotion publicizes good Canadian fashion design to attract domestic and foreign buyers and promotes increased recognition of talented and well-trained Canadian fashion designers.

Counselling Assistance to Small Enterprises (CASE) provides an opportunity for owners and managers of small businesses engaged in manufacturing or tourism to benefit, at nominal cost, from a service provided by retired business executives selected for their management experience. Under special circumstances government contributions can also be made toward the cost of engaging consulting firms. The program operates from offices in Vancouver, Edmonton, Calgary, Regina, Winnipeg, Toronto, Hamilton, Montreal, St. John's, Fredericton, Moncton, Charlottetown and Halifax.

Through the CASE program, the managers of small companies can discuss their particular problems with experienced businessmen, explore new ideas to help their businesses grow and examine new methods for improving productivity. A CASE counsellor will visit the applicant's place of business, make a detailed analysis of the company's problems and opportunities and recommend action to be taken. He may also help to implement these recommendations. In allotting CASE resources, Canadian-controlled businesses will have priority.

The Development of Management Courses Program is designed to help non-profit professional, industry, business or management associations develop management retraining or upgrading courses of high quality. Assistance in the form of government grants may cover up to 100% but usually not more than 75% of the cost of developing new course material or revising the material for existing courses.

17.3.2 Provincial assistance

Assistance given by the respective provincial governments to manufacturing within their own territories is outlined in the following paragraphs.

Newfoundland. The Newfoundland government, through its Department of Industrial Development, offers advice and assistance to prospective industry in determining desirable plant locations in the province and in preparing feasibility studies. Information can be made available on the source and availability of raw materials, transportation costs, labour costs and