

provides promotional publicity and specially designed exhibit settings for the trade fair participants.

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 Promotional Projects Program includes planned provision to take advantage, at short notice, of foreign market opportunities which cannot be foreseen by bringing trade delegates, buyers and export oriented trainees to Canada.

In contrast to the PPP, project initiatives under PEMD come from Canadian industry rather than the government. The objective is to develop and sustain exports of Canadian goods and services. To this end, the Department is prepared to make repayable contributions toward a company's costs in developing export business — costs that otherwise might discourage such an attempt. There are several sections in PEMD, each of which is designed to deal most effectively with a particular market, in terms of the regions, products and marketing techniques concerned. In all sections, companies are encouraged to develop self-sustaining export markets for their products. Section A deals with Canadian participation in capital projects abroad; Section B with the export of Canadian products and services; Section C with participation in trade fairs outside Canada; Section D with bringing foreign buyers to Canada and Section E with the formation of export consortia.

18.3.2 Office of Tourism

The Canadian Government Office of Tourism was reorganized in late 1973. The Office now has three branches that report to the Assistant Deputy Minister, Tourism: Marketing, The Demand Side; Industry Development, The Supply Side; and Policy Planning and Industry Relations, The Strategy Side. Through the Deputy Minister, he advises the Minister of Industry, Trade and Commerce on policy and operational matters relating to tourism in Canada. He also represents federal government interests in domestic and international tourism organizations.

The Marketing Branch includes most elements of the former Canadian Government Travel Bureau. It promotes travel to Canada from other countries, promotes travel within Canada by Canadians and co-ordinates its activities with those of the provinces, territories and private sector. In a complex marketing program, the Branch analyzes and identifies the market, and uses highly sophisticated electronic and print advertising campaigns and a publicity program involving written material, displays, photographs and films to create the demand. The Branch maintains 26 development and promotional offices in the United States and seven overseas countries. It also has travel trade programs to promote tours to and within Canada and to stimulate growth in the convention and corporate meeting business.

The Industry Development Branch is concerned with the supply side of the industry. It fosters growth and improvement in the travel "plant". Its first priority is to define the industry and to maximize the contribution to tourism of the key sectors. By both professional and financial assistance it helps the provinces and territories in formulating tourism development plans and is instrumental in resolving financing for critically needed facilities.

The Policy Planning and Industry Relations Branch works to ensure that the supply and demand sides grow in a balanced way. It examines priorities, identifies needs and makes recommendations on the allocation of resources. The Branch is also responsible for co-ordinating liaison with other federal government agencies, the provinces and municipalities and with private sector tourism-related organizations, internationally and domestically. The Branch also gathers and disseminates information on tourism to the travel industry, the media and the public, and provides administrative and staff support for the other branches.

18.3.3 Export Development Corporation

The EDC is a Crown corporation empowered by federal statute to insure Canadian firms against non-payment when Canadian goods and services are sold abroad; to make loans to foreign purchasers of Canadian capital equipment and technical services; to guarantee financial institutions against loss when they are involved in an export transaction by financing either the