

levels; seminars on various facets of design for professionals, educators, business executives and the general public; awards programs for achievements over a broad field of design endeavour; scholarships for advanced training in industrial design in Canada and abroad; grants for design research and promotion by Canadians; and technical and financial assistance to committees and groups attempting to foster effective design on a national, regional or industrial level.

A National Design Council Chairman's Award for Design Management was introduced in 1970, to be presented to the management group which, in the council's opinion, does the most to integrate and efficiently apply good design policy.

17.2.6 Defence Industry Productivity Program

This program is designed to enhance the technological competence of the Canadian defence industry in its export activities by providing financial assistance to industrial firms for selected projects. Emphasis is placed on areas of defence technology having civil export sales potential. Assistance may cover the development of products for export purposes; the acquisition of modern machine tools and other advanced manufacturing equipment to meet exacting military standards; and assistance with pre-production expenses to establish manufacturing sources in Canada for export markets. Manufacturing equipment projects are selected for assistance on the basis that the machinery acquired will make a significant contribution to increased productivity.

17.2.7 Shipbuilding assistance program

On March 5, 1975 the domestic shipbuilding assistance program, Ship Construction Subsidy Regulations (SCSR) and the export program Shipbuilding Temporary Assistance Program (STAP) were replaced by a combined program of assistance to the shipbuilding industry. This program provided for a subsidy rate of 14% of approved costs of vessels built in Canada with the subsidy being reduced to 8% at the rate of 1% annually from January 1, 1976. The program provides for an incentive grant up to 3% of the cost of vessels entitled to subsidies or purchased by the federal government. This incentive grant is paid when matched by an equal investment by a shipyard and is for investment which will result in improved performance. The program encourages the use of Canadian materials, components and equipment when they are available at competitive prices.

17.2.8 Program for Export Market Development

This program is designed to help increase exports of Canadian goods and services. Canadian companies may obtain repayable contributions toward 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" 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 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