

department's contribution will be required, but no repayment is required if the company is unsuccessful.

Promotional Projects Program

17.2.9

The program of trade fairs and missions was set up to promote the export of Canadian products and services. Its sponsored promotions are designed to meet particular requirements and include 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.

Fashion Design Assistance Program

17.2.10

Fashion/Canada, an incorporated body of representatives from federal and provincial governments and major associations of the Canadian fashion industry, administers this program. 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.

Provincial assistance to manufacturing

17.3

Newfoundland

17.3.1

The Newfoundland government, through its Department of Industrial Development, offers advice and assistance to prospective industry in determining desirable plant locations and in preparing feasibility studies. Information can be made available on the source and availability of raw materials, transportation costs, labour costs and a variety of other economic data. The government will transport industrialists anywhere in the province to obtain a first-hand look at potential plant sites. The Department of Industrial Development also provides liaison with the public and private sectors.

Financial assistance may be provided by the Newfoundland and Labrador Development Corporation in the form of loans against the securities offered by the prospective enterprise, or the acquisition and holding of shares or other securities of any company located in the province, with the right of the enterprise to buy back these shares. The corporation also provides a complete range of management advisory services.

The government may provide direct financial assistance based on cost-benefit analyses. Buildings, where they exist, and land may be provided on attractive terms. Industrial training facilities are available throughout the province for specialized courses to meet the requirements of incoming industry.

Prince Edward Island

17.3.2

Provincial assistance to manufacturers and processors is provided through Industrial Enterprises Incorporated (IEI), an autonomous Crown corporation administered by an independent board of directors composed of businessmen. IEI provides financial assistance to new and existing manufacturing industries. It identifies specific industrial opportunities, establishes their feasibility and also provides management assistance in industrial engineering, marketing and finance.

The corporation makes loan capital, working capital and equity capital available. It constructs and rents completely serviced factory buildings, provides equipment leasing, maintains industrial property and operates industrial parks at Charlottetown and Summerside offering fully serviced lots of various sizes for sale to manufacturers and processors for warehouses and essential service businesses. Long-term financing is provided at attractive rates of interest.