

The Ontario Ministry of Industry and Tourism has several programs to assist business people. The Tourism Division provides information on location and expansion of tourist operations, economic studies and other pertinent material; it advises tourist and service industry operators on ways to increase and improve their operations. The Industry Division assists manufacturing companies and supporting service industries to maximize use of facilities, apply technology, establish new production facilities and find business opportunities. Technology, industrial design and development, product performance, domestic and international marketing and loan programs are discussed in seminars with independent business people, industrial commissions and municipal councils. The Manufacturing Opportunity Days program presents new products and processes, licensing opportunities, joint ventures from around the world and contracts for tendering.

Throughout the province 21 field offices meet local needs and problems and 15 international field offices cover 35 countries; six are in the United States — Boston, Chicago, Cleveland, Los Angeles, Minneapolis and New York — and others in Mexico City, São Paulo, Brussels, Frankfurt, London, Milan, Stockholm, Tokyo and Vienna. To aid the manufacturer, the international staff works in conjunction with industrial development officers in Toronto to arrange trade missions, business appointments, plant visits, incoming buyer missions, tourist incentive programs, and to provide consulting services with government and investment representatives. Some trade missions include visits to international trade fairs and exhibitions enabling executives from Ontario companies to see new products and manufacturing techniques which could increase product diversification, manufacturing volume and profits. In addition this program introduces Ontario companies to foreign concerns wishing to establish contacts for licensing or joint ventures or expansion in Canada.

In Mississauga, Ont., the Sheridan Park Corporation has established the Sheridan Park Research Community, a \$42 million undertaking employing 1,600 persons in 10 resident companies and corporations. It has research laboratories and facilities that offer an exchange of ideas and techniques and help participating companies stay competitive in world markets.

17.3.7 Manitoba

The Department of Industry and Commerce encourages a planned expansion in the provincial economy through continued industrial and commercial development. In the fiscal year 1976-77 a series of changes in organization took place to facilitate new development. The activities of the department are carried out by a combination of branches and associated agencies. The branches are divided into three groups: Trade and Industry, Enterprise Development, and Economic Planning and Policy Research.

The Trade and Industry Group is composed of three branches and one corporation relating to the development of Manitoba in an industrial context with respect to trade arrangements. The Industrial Development Branch assists companies or individual entrepreneurs who are considering new manufacturing plants and expansions to existing plants. Professional service and advice are provided in such areas as feasibility studies and market research. Site location reports are prepared that respond to client requirements for information on taxation, wage rates and labour availability, financial incentive programs, supply of raw materials and other operating factors.

The Project Development Branch initiates, monitors and evaluates special projects designed to meet the needs of Manitoba's industry. The Trade Development Branch assists manufacturers in trade promotion programs through trade fairs in Canada and the United States, trade missions, assistance to incoming buyers and advice on export tariffs, shipping and documentation.

The Manitoba Trading Corporation (Manitrade), an agency of the department, advises firms in developing and handling trade to export markets. It acts as an export department or agent for a variety of Manitoba manufacturers