

keeps Canadian exporters informed about the range of financing facilities provided by Canadian governments and through international financial institutions in which the Canadian government and other developed nations are equity participants.

The Grains Marketing Office is concerned with federal government activities in marketing assistance and industrial development for grain, oilseeds and their bulk derivatives. It contributes to overall grain production, transportation and marketing policy formulation through the Grains Group function and works closely with the Canadian Wheat Board on grain sales and promotion programs. Its continuing operational responsibility includes the institution and administration of programs designed to expand exports of grain, oilseeds and their products and to help provide stability in the market. Among these are the Grains and Oilseeds Marketing Incentive Program (GOMI), grain credit facilities and Prairie grain advance payments. The office participates in the activities of international organizations concerned with grain and oilseeds such as the International Wheat Council and the Food and Agriculture Organization of the United Nations.

The Office of the Transportation Policy Adviser is concerned with the transportation environment and with short- and long-term transportation problems that affect Canadian trade and industrial development. Continuing reviews are made of freight rates and services to shippers, and of regional, national and international transportation policies and measures that have an impact on Canadian trade, and assistance is provided to shippers in selecting appropriate transportation routes and modes at lowest possible freight costs. The branch participates in national and international organizations and conferences concerned with cargo movement, intermodal transport, distribution systems, simplification of documentation, facilitation of trade procedures, and international maritime development.

The Office of Export Programs and Services administers the export incentive programs under the Promotional Projects Program (PPP) and the Program for Export Market Development (PEMD).

Through the PPP, Canadian trade fairs abroad, trade missions and trade visits are initiated, organized and implemented. The range of these activities includes participation in international trade fairs, solo shows and in-store promotions; the organizing of technical seminars and trade missions abroad; and the sponsoring of foreign visits to Canada to stimulate the sale of Canadian products in various export markets. The department also provides promotional publicity and specially designed exhibit settings for the trade fair participants.

Missions and technical seminars vary depending on the objective but in general out-going missions are used for market investigation, 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 as a basis for joint ventures and/or sales of Canadian products and services. The Promotional Projects Program also provides financial assistance to take advantage, at short notice, of foreign market opportunities by bringing foreign government trade representatives, 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. The department is prepared to make repayable contributions toward a company's costs in developing export business which, because of costs and the risks involved, might discourage such initiatives. There are several sections in PEMD, each designed to deal effectively with a particular market in terms of regions, products or services and marketing