

techniques. 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 the bringing of foreign buyers to Canada; and Section "E" with the formation of export consortia.

### Office of Tourism

### 18.3.2

The Canadian Government Office of Tourism (CGOT) is an agency of the Department of Industry, Trade and Commerce. The CGOT is headed by the Assistant Deputy Minister, Tourism, who, through the Deputy Minister, advises the Minister of Industry, Trade and Commerce on policy and operational matters relating to the development and promotion of tourism in Canada. He also represents federal government interests in domestic and international tourism organizations.

A reorganization in March 1976 reflected changing conditions affecting tourism in Canada. The CGOT was organized into two branches: Marketing, and Policy Planning and Industry Relations.

The Marketing Branch undertakes functions necessary to help ensure a competitive "travel product" — market development and the actual marketing of the "travel product" which is Canada itself. This branch promotes travel to Canada from other countries, promotes travel within Canada by Canadians and coordinates its activities with those of the provinces, territories and the private sector. In a complex marketing program, the branch analyzes and identifies the market, and uses highly sophisticated electronic and print advertising campaigns, direct mail, and a publicity and promotion program involving written material, displays, photographs and films.

The branch maintains 26 market development and promotional offices in the United States and seven overseas countries: Britain, France, Federal Republic of Germany, the Netherlands, Mexico, Australia and Japan. 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 Policy Planning and Industry Relations Branch (PPIR) is responsible for policy and development planning and research to ensure that the supply and demand sides of tourism grow in a balanced way. The branch is responsible for coordinating liaison on tourism resources among other federal agencies, the provinces, territories and municipalities, and among private sector tourism-related organizations, both domestically and internationally. PPIR also gathers and disseminates information on tourism to the travel industry, the media and the public, and provides marketing operational support.

### Export Development Corporation (EDC)

### 18.3.3

EDC is the commercially self-sustaining federal Crown corporation established to develop Canada's export trade. It offers three types of assistance to exporters: export credit insurance, insuring Canadian firms against non-payment when Canadian goods and services are sold abroad; long-term export loans to foreign buyers of Canadian capital equipment and technical services; and foreign investment guarantees, insuring Canadians against loss of investments abroad by reason of political actions. EDC may also guarantee financial institutions against loss incurred in financing either the Canadian supplier or the foreign buyer.

**Export credits insurance.** Export credits insurance offers Canadian exporters protection against non-payment by foreign buyers for any reason beyond the control of either the exporter or the buyer. The main risks covered are: insolvency of or default by the buyer; repudiation which has not resulted from a breach of contract by the exporter and where proceedings against the buyer would serve no purpose; blockage of funds or transfer difficulties; war or revolution in the buyer's country; cancellation or non-renewal of an export permit and the