

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

#### **17.2.8 Promotional projects**

A 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 foreign buyers.

#### **17.2.9 Fashion design assistance program**

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 students of fashion design and established fashion designers to acquire advanced training. Design and designer promotion publicizes good Canadian fashion design to attract domestic and foreign buyers and promotes Canadian fashion designers.

### **17.3 Provincial assistance to manufacturing**

#### **17.3.1 Newfoundland**

The Newfoundland industrial development department assists prospective industry in determining desirable plant locations, preparing feasibility studies, and defining raw materials, transportation and labour costs as well as a variety of other economic data. The department also provides liaison with public and private sectors.

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

The government may provide direct financial help based on cost-benefit analyses. Buildings and land may be provided on attractive terms. Industrial training facilities are available for specialized courses to meet requirements of incoming industry.

#### **17.3.2 Prince Edward Island**

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

The corporation makes loan capital, working capital and equity capital available. It constructs and rents serviced factory buildings and provides equipment leasing. It maintains industrial property and operates industrial parks at Charlottetown and Summerside, offering 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.

IEI establishes contacts with venture capital groups in Canada and other countries who show an interest in provincial projects. Its internal consulting group provides management assistance to PEI companies.

#### **17.3.3 Nova Scotia**

Industrial Estates Ltd. (IEL) is a Nova Scotia Crown corporation created to promote and support the establishment and expansion of manufacturing industries in the province.