

**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 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 stabilize the market. Among these are a grains and oilseeds marketing incentive program, 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 transportation services branch** 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. 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 which are concerned with cargo movement, transport, distribution systems, simplification of documentation, facilitation of trade procedures, and international maritime development.

**The office of international marketing** consists of two branches: the promotional projects branch and the defence programs branch. The promotional projects branch administers a program through which projects are initiated, organized and implemented by the department. This includes participation in international trade fairs, solo shows and in-store promotions overseas; organization of technical seminars and trade missions abroad; and sponsoring of foreign visits to Canada to stimulate the sale of Canadian products in various export markets. The department provides promotional publicity in support of these projects.

In general, missions abroad are used for market investigation, evaluation and identification of technical market access problems; visiting 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 acquaint potential buyers with Canadian expertise and technology in specific fields as a basis for joint ventures and sales of Canadian products and services. The trade visitors section of the program provides financial assistance at short notice to take advantage of foreign market opportunities by bringing foreign government trade representatives, buyers and export-oriented trainees to Canada.

The defence programs branch promotes defence export trade through marketing programs aimed at the sale of Canadian defence and defence-related high technology equipment to friendly countries and the establishment of arrangements with Canada's allies for co-operative industrial research, development and production in defence-related matters. A major activity is the Canada-United States program on defence development and production sharing which entails the joint development and reciprocal procurement of defence items.

### 18.3.1.1 Canadian Government Office of Tourism

The government's office of tourism is an agency of the industry, trade and commerce department. It is headed by an assistant deputy minister, tourism, who, through the deputy minister, advises the industry, trade and commerce minister on policy and operational matters relating to development and promotion of tourism in Canada. He represents federal interests in domestic and international tourism organizations.

A reorganization in March 1976 reflected changing conditions affecting tourism in Canada. The office was organized into two branches: marketing, and policy planning and industry relations.