The marketing branch helps to 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 and travel within Canada by Canadians and co-ordinates its activities with those of the provinces, territories and the private sector. The branch analyzes and identifies the market and uses 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 field of international congresses, incentive travel, conventions and corporate meetings.

The policy planning and industry relations branch is responsible for policy and development planning and research to ensure that the supply and demand sides of tourism have a balanced growth. The branch is responsible for co-ordinating liaison on tourism resources among other federal agencies, the provinces, territories and municipalities, and among private sector tourism-related organizations, both domestically and internationally. It also gathers and disseminates information on tourism to the travel industry, the media and the public and provides substantial marketing and administrative support for the tourism office.

Export Development Corporation (EDC) 18.3.2

EDC is a federally owned enterprise that operates on a commercially self-sustaining basis to help Canadian exporters meet international credit competition. It offers four types of assistance to exporters: export credit insurance, insuring Canadian firms against non-payment when Canadian goods and services are sold abroad; surety and related insurance for performance guarantees, insuring Canadian firms, surety companies and financial institutions against wrongful call by a foreign buyer, or non-performance of one or more members of a limited liability consortium; 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 protracted default by the buyer; repudiation where the exporter is not at fault and where proceedings against the buyer would serve no purpose; transfer delays; loss through war or revolution; cancellation or non-renewal of an export permit and the imposition of restrictions on the export of goods not previously subject to restriction; and the incurring, as a result of interruption or diversion of a voyage, of additional handling, transport or other changes in respect to goods exported.

Classes of insurable transactions include: consumer goods and miscellaneous general commodities sold on short credit terms usual for the particular trade, and which normally range from documentary sight draft to a maximum of 180 days; capital goods such as heavy machinery sold on medium credit terms which may extend to a maximum of five years; services such as the supply of design, engineering, construction, technological and marketing services to a foreign customer; photogrammetric and geophysical surveys; and invisible exports such as the sale or licensing to a foreign customer of any right in a patent, trademark, or copyright, advertising fees, and fees to auditors and architectural consultants.

In the case of goods or services sold on short-term credit, a policy is issued which covers an exporter's entire export sales for one year. For goods or services sold on medium credit terms, specific policies are issued for each transaction.

There are two types of policies: a contracts policy which protects from the time an exporter receives the order until he is paid, and a shipments policy which protects him from the time of shipment only. The contracts policy is designed for the exporter who