

capital, financing raw material or finished inventories for manufacturers, and research and development. Funds are made available directly or by guarantee in various forms.

Business counselling services of AOC include management advice and guidance on financial, technical and marketing matters for small and intermediate-sized Alberta businesses which cannot afford to obtain this type of help elsewhere. Services are provided through the company's head office in Ponoka and branch offices in Calgary, Lethbridge, Grande Prairie, St. Paul, Medicine Hat, Edson and Edmonton.

### 18.5.10 British Columbia

The ministry of economic development has programs, services and expertise for industry, the business community and government agencies. Goals of British Columbia's economic strategy are growth of employment and real income, improved efficiency, price stability and balanced regional economic development.

An economic analysis branch carries out research and long-term economic assessment, planning and forecasting. This complements the ministry's statistical and financial analysis and the policy planning and budgetary functions of the ministry of finance. A program implementation and co-ordination branch negotiates intergovernmental and government-industry programs, and provides their financial management. A business and industrial development branch promotes growth and diversity in the business community. It helps manufacturers develop, finds new export markets for BC goods and services and encourages new investment by BC companies and firms elsewhere in Canada and abroad. It sponsors trade missions and trade shows.

The ministry maintains liaison with the British Columbia Development Corp. to provide for acquisition and development of serviced industrial land in areas where it was not previously available, or where high land costs prohibited location of individual firms. It provides loans to businesses to expand existing operations or create new ones. The ministry maintains a trade office and economic adviser at British Columbia House in London, England.

#### *Sources*

- 18.1 Manufacturing and Primary Industries Division, Economic Statistics Field, Statistics Canada.
- 18.2 Public Information Branch, Department of Industry, Trade and Commerce.
- 18.3 Canada Development Corp.
- 18.4 - 18.4.2 Communications Services, Department of Consumer and Corporate Affairs.
- 18.4.3 Education and Information, Standards Council of Canada.
- 18.4.4 Communications Services, Department of Consumer and Corporate Affairs.
- 18.5 Supplied by the respective provincial government departments.