

exporter. He or she also acts on behalf of the foreign programs of a number of other federal government departments and undertakes agricultural reporting at specified posts. For a Canadian firm wishing to develop a foreign market the trade commissioner can supply information on product use, if any, local production and import data, and prospective users or agents.

The scheduled return of trade commissioners for official tours of Canada helps Canadian firms interested in the export trade. Trade associations are informed in advance of these visits so that business persons wishing appointments may arrange them through one of the department's regional offices. These 11 Canadian regional offices managed by the trade commissioner service are a focus for departmental programs in the regions and the primary links between the business community and trade commissioner service posts abroad. These offices administer a number of the department's funded programs to assist industry, such as the enterprise development program (EDP) and the program for export market development (PEMD), and offer an export counselling service, supported by specialists.

The office of overseas projects provides and co-ordinates government support of Canadian companies seeking capital projects in the export market. The office seeks to maximize the export of Canadian goods and services to projects financed by the international financing institutions (IFIs), helping companies identify and carry on business matched to Canadian capabilities. The office also facilitates financing involving such institutions as EDC, CIDA, the World Bank and the IFIs for product sales as well as projects. A cost recoverable technical assistance program, administered by the office, enables Canadian government departments to provide technical assistance to foreign governments on a cost-reimbursable basis, at the same time facilitating sales of goods and services abroad by the Canadian private sector.

The grain 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 products and to help stabilize the market, and to encourage industrial development in the sector. Among these are the grain credit sales, prairie grain advance payments, and domestic feed grain reserve stocks programs. The office also administers programs designed for more specific applications such as the rapeseed utilization assistance program and a freight assistance program for rapeseed products as well as providing financial assistance to the POS Pilot Plant (title derived from the components protein, oil and starch) in Saskatoon, Canadian International Grains Institute and the Canada Grains Council. 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 represents trade, tourism, and industry interests in formulating and implementing policies on international and domestic air transport, maritime transport, and truck and rail services; assists the business community and governments regarding legislative and regulatory changes in transportation and in resolving rates and services problems. The branch undertakes research and development, industrial development and marketing on behalf of such traffic service industries as freight forwarding, cargo and passenger insurance, transport packaging, warehousing; administration of applicable departmental support programs; and trade facilitation activities, particularly with respect to trade documentation, bills of lading and customs documents.

The distribution services branch represents wholesale and retail industry interests in government policy-making, research and development, and industrial development and marketing on behalf of Canada's distributive trades such as trading houses and franchising. It promotes use of these and other marketing channels for Canadian manufacturing and trade.