

The trade fairs and missions branch administers a program through which promotional projects are initiated, organized and implemented by the department. This includes participation in international trade fairs, solo shows and in-store promotions overseas; organizing technical seminars and incoming and outgoing trade missions; and sponsoring foreign visits to Canada to stimulate the sale of Canadian products in various export markets. The department provides promotional publicity for 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.

19.4.2 Canadian Government Office of Tourism (CGOT)

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 April 1979 reflected changing conditions affecting tourism in Canada. The office was organized into three program activities: program management and administration, tourism development and tourism marketing.

The program management and administration activity provides direction to the CGOT and the whole tourism program; ensures ongoing research support in supply, demand, cost/benefit and impact studies; establishes a tourism data base; plans and recommends policy including the development of a national tourism plan; determines program options and priorities; monitors program activity operations; and acts through a co-ordination secretariat as the focal point for government and industry relations.

The tourism development activity ensures that Canadian tourism attractions, facilities and services are increasingly competitive in attracting visitors and catering to their needs; identifies development problems constraining Canadian tourism or the efficiency and effectiveness of the tourism industry, and with industry and provincial governments develops solutions and initiates action for a national framework for tourism development, augmenting this with representation by regional tourism development officers across Canada.

The tourism marketing activity identifies target groups in markets of high potential for travel to Canada; presents Canada as a destination able to satisfy the requirements of foreign visitors and Canadians alike; promotes Canada's facilities for meetings and incentive travel; and creates awareness of the importance of tourism to the economy and of the need for a welcoming attitude to the visitor. Offices are maintained in nine countries, including Britain, France, Federal Republic of Germany, the Netherlands, Mexico, Australia and Japan, as well as the United States and Canada. Data on tourist movement and income generated are given in Chapter 17.

19.4.3 Export Development Corporation (EDC)

EDC is a commercially self-sustaining enterprise owned by the federal government. It provides financial services to help Canadian export trade expand and create employment