

The Ontario International Corp. (OIC) is a marketing agency for the government in Ontario. It explores world market opportunities for private sector service industries and public sector agencies in the development of major capital projects abroad. Its educational services division seeks markets for Ontario's education resources and services. OIC is not a funding agency. It offers marketing and advisory services to Ontario engineers, consultants, architects, contractors, management consultants and other ministries and agencies.

The ministry's small business division provides services such as entrepreneurial development, employer's skill search and consulting services regarding plant locations, industrial parks and marketing.

The ministry acts as a catalyst in creating joint ventures, licensing agreements between foreign manufacturers and Ontario companies and attracting new investment. It also promotes inventions and assists Ontario manufacturing capabilities for production.

The ministry has 18 field offices in Ontario and international offices in Chicago, Dallas, Atlanta, New York, Los Angeles, Boston, Philadelphia, San Francisco, Hong Kong, Paris, Tokyo, Frankfurt, Brussels and London, England.

16.7.7 Manitoba

The Manitoba department of business development and tourism, in consultation with a variety of broadly based advisory boards and committees, implements government programs and services through six primary line functions: industrial development, trade development, small enterprise development, program development and technical services, administrative and internal services, and Travel Manitoba. Small enterprise development is responsible for managing the small business component of the Manitoba interest rate relief program. This two-year program introduced in March 1982 offers limited one-time assistance to small business facing high interest rates. Other program components extend assistance to homeowners and farmers.

Assistance is offered to the private sector in all aspects of establishing or expanding manufacturing facilities including: identification of new manufacturing opportunities, engineering and technical advice, new product design and development, human resources planning, economic and market research, manufacturing and licence agreements, and development of export markets.

Delivery of these programs and services has been enhanced under Enterprise Manitoba, a \$44 million federal-provincial shared-cost agreement. Enterprise Manitoba operates enterprise development centres in Winnipeg, Brandon and Dauphin, the Industrial Technology Centre in Winnipeg and the Canadian Food Products Development Centre in Portage la Prairie.

16.7.8 Saskatchewan

The Saskatchewan economic development and trade department is the primary agency responsible for economic development policy. The department works to attract investment and increase the sale of Saskatchewan products and services domestically and abroad.

Investment and permanent employment in manufacturing and processing are stimulated by an industrial incentive program. This program provides incentive payments based on the introduction of new capital and the number of new jobs created. The government will provide \$7,500 for each permanent job created to a maximum of 25% of capital costs. Processing of the incentive payment takes place 12 months after the enrolment date of the new jobs.

An applicant must invest at least \$30,000 and create at least one full-time job. Projects have to be brought into commercial production within 12 months after application has been approved.

New jobs must be in place six months after the start of commercial production and be maintained continuously for at least 12 months. Any new or existing manufacturer or processor may apply.

To provide prospective investors with funding assistance to develop manufacturing and processing projects in Saskatchewan, the government has set up a cost-shared studies program. The department will fund a study for an applicant to a maximum of 50% of the cost to a maximum of \$25,000. Final payments are made at completion of the study.

An aid to trade program helps Saskatchewan manufacturers and processors who have products or technology exportable or ready for sale, by introducing new products to a market or developing new markets for existing products.

Projects can include market research, product promotion and advertising, participation in trade fairs and trade missions and partial subsidies for sample shipments and costs for incoming buyers. There is no funding limit.

A market development fund program assists the development and expansion of markets for agriculture and food products from Saskatchewan. There is no funding limit. Assistance is available to Saskatchewan individuals, associations, corporations, co-operatives or marketing agencies for trade and market development, product or process development, market research, feasibility studies and transport capability development.

A major products branch provides supplier lists and profiles of Saskatchewan firms to potential purchasers. The branch also gives local companies up-to-date listings of planned products.

16.7.9 Alberta

The Alberta Opportunity Co. (AOC), a Crown agency, promotes economic growth by stimulating new businesses and aiding existing enterprises. AOC