

administered by the consumer products branch are designed to give uniformity to packaging and labelling practices in Canada, reduce the possibilities of fraud and deception in packaging and labelling, and control the undue proliferation of package sizes. The legislation applies to most pre-packaged consumer products and came into effect in September 1975 for non-food items and in March 1976 for foods.

Regulations under the Textile Labelling Act, in effect since December 1972, require labels on all consumer textile articles. The label must include fibre names and percentages and the identification of the dealer. The regulations also deal with misrepresentation in both labelling and advertising. The textile care labelling system of coloured symbols recommending proper care for textile products is a voluntary program. The Canada Standard size system for children's garments, developed by the Canadian General Standards Board in conjunction with Consumer and Corporate Affairs Canada, is administered under the National Trade Mark and True Labelling Act. This system is also voluntary, although dealers must conform to the standard size before using the Canada Standard size logo on a product.

Control of marking articles of precious metal is maintained under the Precious Metals Marking Act. The regulations came into force in July 1973.

16.4 Provincial assistance to manufacturing

Newfoundland. The manufacturing sector of Newfoundland's economy accounts for 8% of the gross domestic product at factor cost. The total value of manufacturing shipments totals more than \$1 billion annually. Export manufacturing activities are concentrated in the areas of fish processing, newsprint and non-metallic mineral production.

Traditionally the manufacturing industry has been directed toward the primary processing of raw materials for export, with almost one half of these exports originating in the seafood industries. Secondary and tertiary industrial efforts have made a rapid and significant impact on the province's manufacturing sector and cover a wide range of goods and services.

The approaching development phase of offshore oil and gas offers significant manufacturing investment opportunities including steel fabrication facilities; marine technology and hardware; and telecommunications and marine navigation technology.

The province is also interested in attracting energy-intensive processing and manufacturing enterprises and can offer competitive power to industrial clients. Manufacturing is supported by a number of industrial parks and conveniently located incubator malls which can facilitate small to medium-sized manufacturing and high technology business.

A number of development programs are available which offer assistance and encourage establishment and expansion of manufacturing, processing and servicing activities.

Prince Edward Island. The primary objective of the Prince Edward Island Development Agency is to identify and develop economic opportunities through programs that stimulate economic development and long-term employment. Through the development division various assistance programs are offered to manufacturers, processors and related service industries. The investment incentive program provides nonrepayable cash grants of up to 50% of the investment in fixed assets used in projects. For projects partly financed through a venture corporation, the agency has available a venture capital program, whereby the investor is assisted through a loan for up to 10 years. Through the industrial mall program the agency rents industrial units ranging in size from approximately 37 m² to 3 066 m² in the industrial parks in the Charlottetown and Summerside areas. Outside of these areas the rental incentive program provides annual rental subsidies to manufacturing and processing industries. Serviced land is also for sale for constructing industrial facilities in the West Royalty Industrial Park or Parkdale, both suburbs of Charlottetown, or in the Summerside Area Industrial Park. The agency has recently approved a number of new industrial assistance programs.

The marketing division encourages development and expansion of markets for the Island's natural and manufactured products. In doing so it provides both technical personnel and financial assistance to producers, processors and manufacturers with an interest in the development of new or the marketing of existing products. It also co-ordinates the planning and implementation of marketing projects sponsored by the province.

Nova Scotia. Industrial Estates Ltd. (IEL) is a Nova Scotia Crown corporation created to assist the establishment and expansion of manufacturing industries. IEL can finance, at competitive interest rates, up to 100% of the cost of land and buildings and up to 60% of the installed