

counselling for new entrepreneurs. Statistics Canada can provide data on potential business localities. The Department of Regional Industrial Expansion (DRIE) may provide information through its small business secretariat or its business information centres in 10 major cities across Canada.

Financing. One of the most common problems businesses face is obtaining adequate debt and equity financing, whether for start-up or expansion. The main types of financial assistance offered by the federal government are loan guarantees and insurance, loans, grants and tax measures. The Federal Business Development Bank also offers equity financing through its investment banking department.

Marketing. Product marketing involves identifying, investigating, and developing both domestic and export markets. Whether a new business is being started or an existing product line is being expanded, a thorough marketing plan can better its chances of success. Several sources of information are available from the federal government to assist with market investigation. Export assistance is available through the Department of External Affairs to help finance the sale of products in export markets and to aid in market investigation and product promotion.

Research and development. Financial support for industrial research, innovation and product development is offered by the federal government to specific industrial sectors. Up-to-date information is available on new inventions and developments. Various government testing and laboratory facilities provide support services to the business community.

Expansion. Some federal programs may be of assistance in modernizing a firm or making

major adjustments because of changing market conditions. For example, loan guarantees and other financing support are available for modernization in slow-growth areas. Tax concessions are provided in other instances.

Developing the work force. To function efficiently a business needs good workers with the right skills. A wide range of federal services and programs helps employers obtain employees with the skills necessary to meet current and anticipated future needs. This includes assistance for occupational training and support of industry through the development of workers. Various programs stress the retraining of workers displaced by technological change, support for training new workers and the scarcity of high-level skills that are critical for future industrial development. Departments and agencies including the employment and immigration commission (CEIC) and Labour Canada provide assistance in recruiting, collective bargaining, employee relations and management development.

ABC handbook. Occasionally federal and provincial programs may either overlap or be complementary to one another. A review of all the assistance programs oriented to a specific business sector will lead to the most beneficial results for an enterprise.

The Federal Business Development Bank publishes an ABC handbook, *Assistance to business in Canada*, as a part of the federal government commitment to support the Canadian business community. The third edition of the series published in 1984 has 10 volumes. Each one lists programs by department or agency and adds a supplement on the programs of a particular province or provincial and adjacent territorial region.

Sources

- 17.1 - 17.3.2 Business and Trade Statistics, Statistics Canada.
- 17.3.3 Public Institutions Division, Statistics Canada.
- 17.4 Co-operatives Section, Agriculture Canada.
- 17.5 Information Services, Tourism Canada.
- 17.6 Communications Branch, Consumer and Corporate Affairs Canada.
- 17.7 Public Affairs, Federal Business Development Bank.