

both international trade relations and export trade development. They also provide information, advice and guidance to government agencies and to the business community on foreign government trade and economic regulations and practices; maintain contact, normally through Canadian posts abroad, with foreign markets and foreign governments on matters pertaining to markets for Canadian exports; and provide advice to the department, to other Canadian government agencies and to the Canadian business community on export market problems and opportunities. Aside from trade and economic functions, branches are directly responsible for Canada's political/cultural relations with foreign countries, and indirectly in areas of immigration policy, foreign aid and government financing.

**The trade commissioner service** promotes Canada's export trade and represents and protects its commercial interests abroad. Accordingly, trade commissioners have a variety of responsibilities to the Canadian business community. They initiate programs to develop new markets for Canadian products and services, respond to inquiries from Canadian firms and provide advice to visiting Canadian business persons. Specifically, trade commissioners may be called upon to act as export marketing consultants; bring foreign buyers into contact with Canadian sellers; recommend suitable representatives and modes of product distribution; help organize trade fairs and missions; and report on changes in tariffs, exchange controls and other matters affecting Canada's trade in countries to which they are accredited. They are also engaged in identifying and attracting investment in Canada, promoting opportunities for technology transfer to Canada, and in monitoring tourism to Canada.

Trade commissioners remain aware of ongoing developments in the Canadian business community by returning periodically to Canada and meeting with interested companies and individuals as part of official tours of Canada. Trade associations are informed in advance of these visits so that business persons wishing appointments may arrange them through one of the international trade centres located across Canada in each of the 10 provinces.

**The defence programs and advanced technology bureau** provides support to Canadian companies seeking new ideas or processes; marketing advanced technology products and services internationally; and exporting into defence markets. In the latter, expertise and support are available to take advantage of the enormous potential offered by defence contracts, not only for finished products but also at the research

and development stages. Agreements with the US government and other NATO allies, as well as trade commissioners assigned to key military procurement centres, facilitate participation by Canadian suppliers in this sector. The bureau also represents the department's focal point for advanced technology. Marketing expertise and assistance is available to exporters wishing to take advantage of export opportunities in this rapidly evolving sector. In addition, the technology inflow program supports companies in identifying, evaluating and acquiring foreign technology. These services are complemented by on the spot assistance from a worldwide network of technology development officers and trade commissioners.

**Tourism program abroad.** External Affairs is responsible for the delivery of elements of the federal tourism program through personnel at posts abroad. In 1986, tourism expenditures in Canada totalled over \$20 billion. This expenditure represented slightly over 4.5% of Canada's Gross National Product, provided direct employment for over 600,000 Canadians, provided over \$9.0 billion in government revenue and induced over \$3.1 billion in investment. Of the total \$20 billion, \$6.3 billion or 31% represented earnings from foreign visitors. It is for this portion of the program that External Affairs, in co-operation with the Department of Industry, Science and Technology and Tourism Canada, is responsible.

**21.6.2 Export Development Corporation (EDC)** EDC is a Crown corporation that facilitates and develops Canada's export trade through the provision of insurance, guarantees, loans and related services.

EDC services are provided to assist Canadian exporters who are offering goods and services to foreign buyers, and Canadian investors who are making offshore investments. Exporters and investors in other countries have access to similar support facilities from their governments.

EDC support is available for transactions of all sizes. The corporation continually reviews its programs and is prepared to consider tailoring its facilities — within its legislative limits — to meet the specific needs of exporters.

EDC groups its services into major classifications, as follows: insurance, guarantees, and financing.

**Export credits insurance** protects exporters for up to 90% of their losses if their foreign customers are unable or unwilling to pay their bills. The most widely used policy is global comprehensive, which provides protection against both