

London, Milan, Stockholm, Tokyo and Vienna. To aid the manufacturer, the international staff works in conjunction with industrial development officers in Toronto to arrange trade missions, business appointments, plant visits, incoming buyer missions, tourist incentive programs, and to provide consulting services with government and investment representatives. Some trade missions include visits to international trade fairs and exhibitions enabling executives from Ontario companies to see new products and manufacturing techniques which could increase product diversification, manufacturing volume and profits. In addition this program introduces Ontario companies to foreign concerns wishing to establish contacts for licensing or joint ventures or expansion in Canada.

In Mississauga, Ont., the Sheridan Park Corporation has established the Sheridan Park Research Community, a \$42 million undertaking employing 1,600 persons in 10 resident companies and corporations. It has research laboratories and facilities that offer an exchange of ideas and techniques and help participating companies stay competitive in world markets.

**Manitoba.** The key objective of the Department of Industry and Commerce is to attract and establish industry throughout the province, particularly in rural areas. It has established various branches and agencies that provide industry specialization combined with comprehensive program support.

The Trade and Industry Group consists of four branches with specific commodity interests: Food and Drug, Machinery and Equipment, Industrial Materials and Construction, and Consumer Products; and a fifth, the Trade Development Branch which promotes the export of all commodities. Each branch encourages economic growth through expansion of existing firms and attraction of new investment; studies trends in its sector; identifies business opportunities; and assists firms through market research, business development and case-work.

The Programs and Productivity Group has five branches directly concerned with implementing programs in the areas of science and technology, design improvement, transportation and distribution systems, productivity and management development and regional planning and development. Some 60 professionals plan and carry out all programs, consulting and engineering services and research activities. The Department works closely with other agencies on matters affecting Manitoba's economic development.

Associated private agencies are supported by Department of Industry and Commerce staff. Through the offices of the Trade Development Branch the Manitoba Export Corporation assists Manitoba firms in developing export sales. It works closely with each industry branch and is empowered to appoint agents abroad and to handle exports for Manitoba manufacturers. Its services include extensive practical advice on pricing, documentation, export procedures and tariffs, the organization of trade fair participation, incoming and outgoing missions, and the export of professional services. The Corporation can assume all duties of an export department for Manitoba companies. The Manitoba Design Institute promotes and encourages the application of industrial design principles in Manitoba companies through a series of seminars, workshops, product evaluation sessions, packaging clinics and direct assistance.

The Manitoba Development Corporation is a Crown corporation established in 1958 to encourage balanced development of industry in the province. The Corporation provides financial or other assistance to new and existing industrial enterprises and to community development corporations as well as technical and business advice and guidance to persons and organizations receiving financial assistance and, on request, financial consulting services to other industrial enterprises; promotes diversification of business activity and improvement of existing industry; helps develop export markets for Manitoba products; and encourages the expansion of small- to medium-sized enterprises in Manitoba. When financing is not otherwise available loans are generally extended on fair terms and conditions, provided the owner has a reasonable investment in the business.

The Communities Economic Development Fund, established in July 1971, provides assistance in the form of term loans to finance existing business enterprises and to establish new ones in remote communities. Much of the aid from the Fund goes to northern Manitoba in the form of loans to community councils and Indian bands, individuals, partnerships and corporate entities.

Manitoba Regional Development Corporations are non-profit organizations set up in 1964 to undertake promotion in a wide sphere of regional interests. They were conceived as a