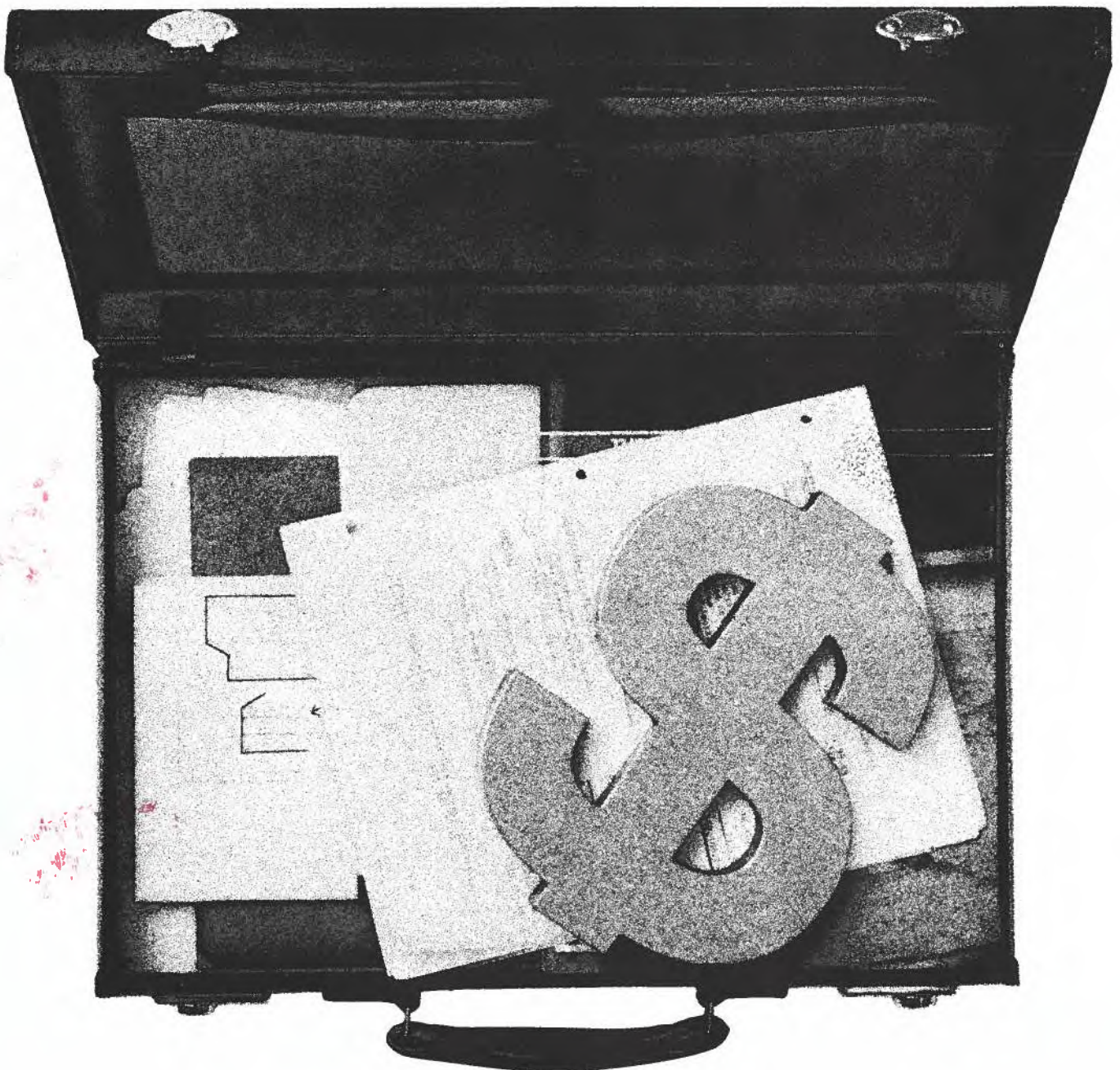
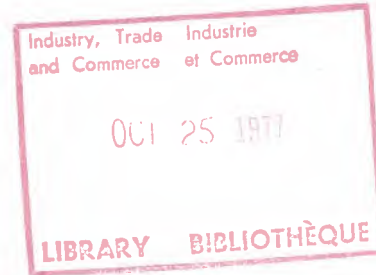


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Enterprise Canada 77

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Canada Commerce

Fall Edition 1977

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Established 1904

Minister

Jack H. Horner

Minister of State for Small Business

Anthony C. Abbott

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Editorial

The Department of Industry, Trade and Commerce entered a new communications era this year with the introduction of Enterprise Canada 77.

Hoping to find new ways to build a progressive economy that would bring more prosperity to the country, IT&C officers interviewed thousands of industrialists and businessmen to record their opinions and advice.

CANADA COMMERCE, too, was caught up in the action, and decided to change its direction to support the Department's new goals and objectives. The publication intends to provide, on a regular basis, official information on the Department's new orientation and policies. In this issue, a short article on the Enterprise Development Program (EDP) gives useful details and indicates those companies eligible for support.

Canada Commerce will also be providing international and national market information — outlining specialized studies on specific aspects of foreign markets that could prove attractive to Canadian businessmen. With the recent reorganization of the Trade Commissioner Service, the reader will be provided with synoptic views about national and international marketing.

The publication will also reflect the Department's continuing concern with promoting small business enterprises in Canada. It will offer more studies dealing specifically with that area of business.

The present issue of Canada Commerce has an article on how business associations can make better use of Statistics Canada's computerized data. This practical information should be of interest to many small and medium-size businesses.

But Canada Commerce wants to be more than a simple vehicle for conveying news. This publication is hoping to reflect your views and interests. Canada Commerce would like to have your impressions, your suggestions, even your critical comments . . . anything you think would be of interest to other business enterprises. In short, CANADA COMMERCE is your publication, a platform for your views. Why not participate?



**Message from the Honorable
Jack H. Horner**

Minister of Industry, Trade and Commerce



Industry, Trade and Commerce sought to determine if existing Department programs were effectual; if they indeed met the needs of the Canadian businessman and industrialist for which they were intended.

To find the answers, Enterprise Canada 77 was launched. In the spring, scores of Department personnel fanned out across the country interviewing the Canadian business community. In all, 5,200 company presidents, senior officers, sales managers, experts in production and technology, and owners of small business were interviewed.

A vast amount of information was gathered, sifted and analyzed, and that which pertained to other government bodies was relayed without delay to my Cabinet colleagues. A study of the information concerning the Department revealed a significant change was in order. A communications gap was evident as well as the need to reorganize our resources, services and programs.

This fall, Department personnel will again take to the road to "communicate" to Canadian businessmen what has been done, what will be done, and how they can benefit from the Department's services and programs. In addition to personal visits, senior officials from the Department — in co-operation with provincial governments, trade associations, chambers of commerce and other organizations — will present seminars in major cities across the country.

I believe it is of the utmost importance to take advantage of and continue the excellent climate of communications already created by Enterprise Canada 77 both from the business community's point of view and from that of the Department.

Industry, Trade and Commerce must serve as a catalyst to stimulate Canadian economic growth by providing advice and financial and technical assistance. The future success of Canada's economy will depend upon how well the Department fulfills this role and on the continued positive response from the private sector.

So in effect, Enterprise Canada 77 is heralding a new era of rapport between government and those in the business community that should benefit from its programs and services. Some of the characteristics of this new era of rapport will be the decentralization of certain Department services and the simplification of a large number of formalities.

However, it must be stressed that the success of this new-found rapport depends on "two-way" communication and the enthusiasm of not only government officials but Canadian business leaders across the land.

Personally, I will commit all my energy to the success of this rapport . . . and consequently the success of the entire Canadian economy.

**Message from the Honorable
Anthony C. Abbott**

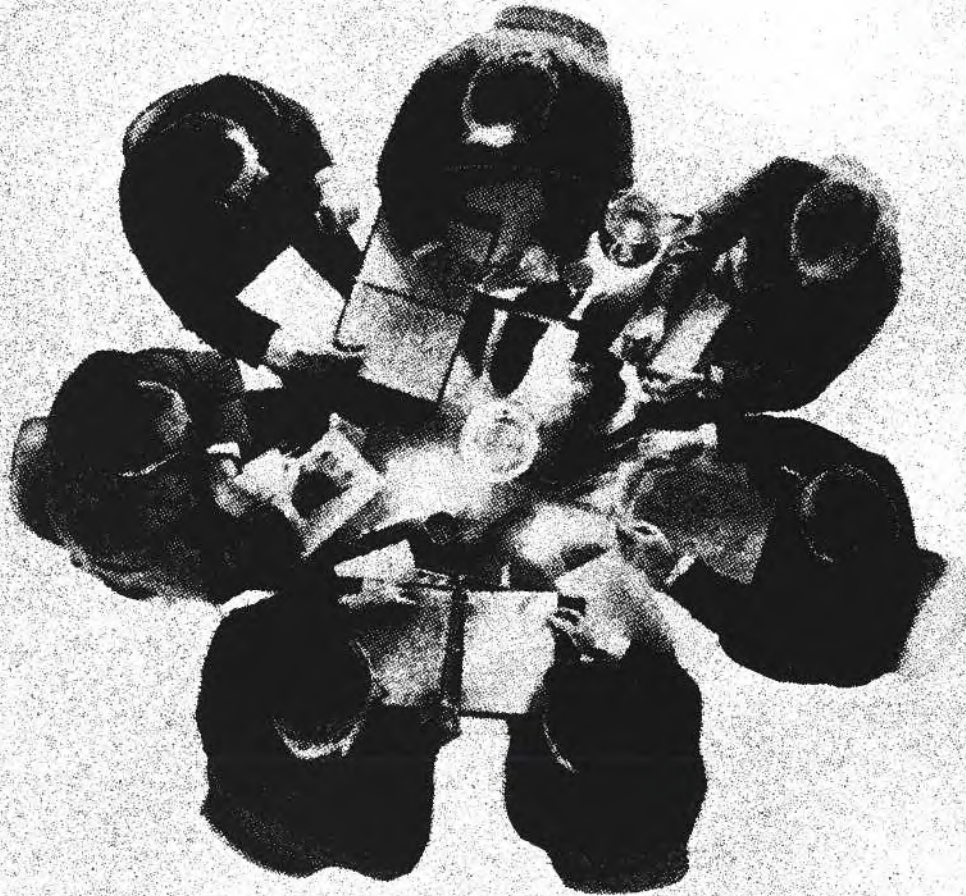
Minister of State, Small Business



Small businessmen and women know they need more from government than a few complimentary remarks about their contributions to Canadian society. Fine sounding as they are, such descriptions don't cut much ice with a small entrepreneur who has to contend with inflation, fluctuations in dollar rates, labour crises, and a host of other problems which, collectively, could threaten the economic stability of even large companies.

The potential and the vulnerability of small businesses are of great concern to the Government of Canada, and I am happy to announce that new attention will be given this fall to assisting this important sector of Canadian trade and industry. Much of the focus will be on the kind of everyday problems that came to light during spring consultations with hundreds of small business operators. One criticism, heard all over the country, was the lack of detailed, easy-to-understand information about federal programs and policies. Solving that problem has become a prime concern of the Department of Industry, Trade and Commerce.

I am hopeful that the small business community can look forward to a smoother flow of information on how the Department can assist small enterprise to prosper. Enterprise Canada 77, an exercise in communications beginning this month, will contribute to the reaching of that goal.



Enterprise Canada 77

We hear you!

That's the message the Federal Department of Industry, Trade and Commerce (ITC) is conveying to Canadian business people.

In the spring, interview teams from the Department surveyed 5,200 enterprises across Canada to obtain first-hand information on how ITC could best assist the business community.

During these interviews, businessmen were surprised to learn of the scope of government programs available to help them. A communication gap obviously existed and to remedy the situation the Department will eventually establish Business Information Centres in many areas across the country.

At the launching of **Enterprise Canada 77** last April, ITC Minister Jean Chrétien said that the principal responsibility of his department was to encourage and assist Canadian industry in a manner that it would find most useful. As survey information was analyzed, certain facts became evident. One was that the range of programs available to businessmen was serving to confuse as well as assist.

Mr. Chrétien said, "In response to comments from business people, ITC is simplifying its own programs and is sponsoring a fall cross-Canada series of meetings to outline more clearly the range and functions of the many federal and provincial services available. As well, ITC will also participate in many exhibitions and conferences organized by other groups." (See Page 19. List of Events.)

Three major areas of concern — productivity, marketing and finance — will be discussed at the meetings.

"In a world turned topsy-turvy by energy shortages, ecological concerns, currency fluctuations, global corporations, and continuing multinational trade negotiations, new models of enterprise and co-operation are needed," said Mr. Chrétien.

"We can be caught in the pull of events or we can anticipate them and take control. This means a combined effort by business and all levels of government," he added.

A problem for modern society is the tendency of people and organizations to perceive things in terms of self-interest. However, all sectors of society are interdependent: labour affects business and government, business affects labour and government, and so on.

ITC is using **Enterprise Canada 77** as a vehicle to find ways to penetrate this isolation. Canadians must become more responsive and capable of change where necessary.

This is already occurring. In response to businessmen's criticism of excessive form-filling demands by government, one agency reporting to Mr. Chrétien, Statistics Canada, has announced it will immediately cut the number of reporting companies by 81,000 and delete in the future, an additional 344,000 survey items.

Businessmen freely admitted in the spring interviews that they were giving "throw-away" information to the questions because they lacked the time to prepare proper responses. Unfortunately, the person who places little regard on the information he generates into the system is going to be suspicious of the final output. In many ways this is self-defeating.

Another problem area revealed during the interviews, was that of evaluating the many programs available from governments generally and ITC, in particular. It was granted that many of the programs were successful but their delivery was often slow and costly to administer thereby partially negating their value. This information confirmed a feeling already in the Department and helped support a decision to combine a number of programs into one — the **Enterprise Development Program (EDP)**. This new program replaces the following ITC innovative and adjustment assistance programs:

- PAIT** Program for Advancement of Industrial Technology
- IDAP** Industrial Design Assistance Program
- PEP** Program to Enhance Productivity
- GAAP** General Adjustment Assistance Program
- AAA** Automotive Adjustment Assistance Program
- FTIAP** Footwear and Tanning Industry Adjustment Program
- PIDA** Pharmaceutical Industry Development Assistance Program

Replacement of the Department's alphabet soup by a "one-stop-shopping" approach has other features as well. Where other programs were specific to one aspect of a firm's activity, the **Enterprise Development Program** takes an overview of the firm and the proposal — from concept, to development, to pre- and actual production, and through to marketing.

EDP is in essence a pump-priming investment in a firm, rather than in a project, with the ultimate goal being a strengthening of Canada's secondary industry.

Some critics have contended that government has no place in business. However, the harsh realities of global competition dictate some degree of government assistance to projects that, while worthwhile, might never otherwise get off the ground. A middle ground between state control and absolute laissez-faire is needed; a middle ground that strives to create the appropriate environment for business to flourish even while considering the interest of the country as a whole.

As a nation, Canadians recognize the need to trade for survival. However, a stimulus is needed for those industries that are capable of exporting but don't in a desire to avoid "headaches" and "risks." Stimulation is also needed for industries which could compete successfully with imports. The federal government cannot, of course, direct such activity. The private sector makes those decisions based on their own bottom line. However, the federal government can and does provide incentives to encourage firms to try the water.

Mr. Chrétien freely admits that neither his Department nor the rest of the federal government have a magic wand to make problems disappear.

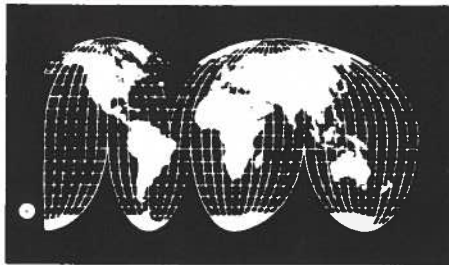
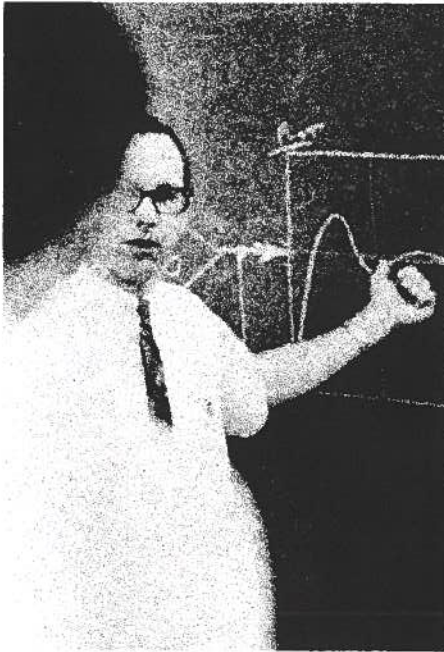
Yet ITC can work to ensure it is aware of what the business community wants and that its services are relevant and timely. This ITC intends to do more completely in future.

Some business people interviewed spoke of Ottawa as a distant place and more than geography was involved. While this is, in part, a perception of role, the Department is responding by strengthening its regional offices. The delegating of authorization for financial assistance has been placed in the regions to shorten approval time and increase the program's relevance.

Gordon Osbaldeston, Deputy Minister of ITC, notes that **Enterprise Canada 77** can't be viewed as an "instant" remedy but should be regarded as a comprehensive effort by a department to talk with its public.

Canadian industry, spread over a country larger than Europe but with less than one-third the population of Britain, has to contend with some problems. In our survey we found that not all ITC programs were known by the very people they were designed to serve. This we are trying to correct with our grass roots approach . . . getting closer to industry in the regions of Canada. "As well, we are trying to inform Canadian companies of the realities of world trade. We want Canadian companies to compete internationally and we want Canada to be high on the roster of nations involved in that trade," Mr. Osbaldeston said.

As the fall phase of **Enterprise Canada 77** begins, ITC personnel will continue to interact with Canadian business people and will strive to keep the Department's programs and services relevant to that community's special needs.





Statistics Canada Market Data

For a businessman, there's a considerable difference between the statements: "Last year we manufactured 100,000 buggy whips" and "Last year we sold 100,000 buggy whips." This difference can exist because of a lack of valid market data.

Large firms can allocate resources for market research and marketing but smaller ones often cannot. They frequently must rely on that intuitive decision made by an executive, who makes a "gut decision" based on experience, a quick telephone survey of some key customers, or a discussion with staff. Such decision-making is unlikely to be replaced by a computer printout, but it can be augmented.

In the Spring phase of **Enterprise Canada 77**, some businessmen interviewed commented that they had difficulty obtaining useful market data. Part of the problem seemed to be an erroneous understanding of the role of Statistics Canada. In simple terms, Stats Can is oriented toward compiling figures that are usually used to make broad policy decisions. However, a smaller businessman sometimes must have different and more detailed information to meet his needs.

Although Stats Can data can often be broken down into more specific reports, this information is still a second-line priority and often is not tailored to particular industry sector requirements.

Nonetheless, decisions of what to produce, how much and where and when to sell must still be made. And when information is missing, inaccurate estimates can occur all down the line.

Some organizations, associations and individual firms have solved this problem. In fact, there are a number of new business associations that have been created to focus on market data generation.

The Department of Industry, Trade and Commerce has worked with some of these associations as they evolved. Although it provided no funding, it did assist with manpower and ideas. An industry sector knows best what information it needs and with some help it is usually able to obtain it. Problems certainly arise but they can be dealt with, as has been proved by these new associations.

The basic question facing many firms is whether or not the need for market information outweighs the drawback of combining forces with the competition. Only the companies involved can make that decision but it should be noted that those that have united are pleased with the results.

One of the new associations is the Investment Casting Association of Canada (ICAS), a 10-company group that exchanges commercial intelligence and statistical information among its members. ITC helped by holding meetings to outline the value of data generation and worked in follow-up workshops where the mechanics of establishment and operation of the project were discussed.

Another good example is the 52-member Canadian Heat Exchange and Vessel Manufacturers Association (CHEVMA). Recently created, CHEVMA gave priority to the generation of market data among its many objectives.

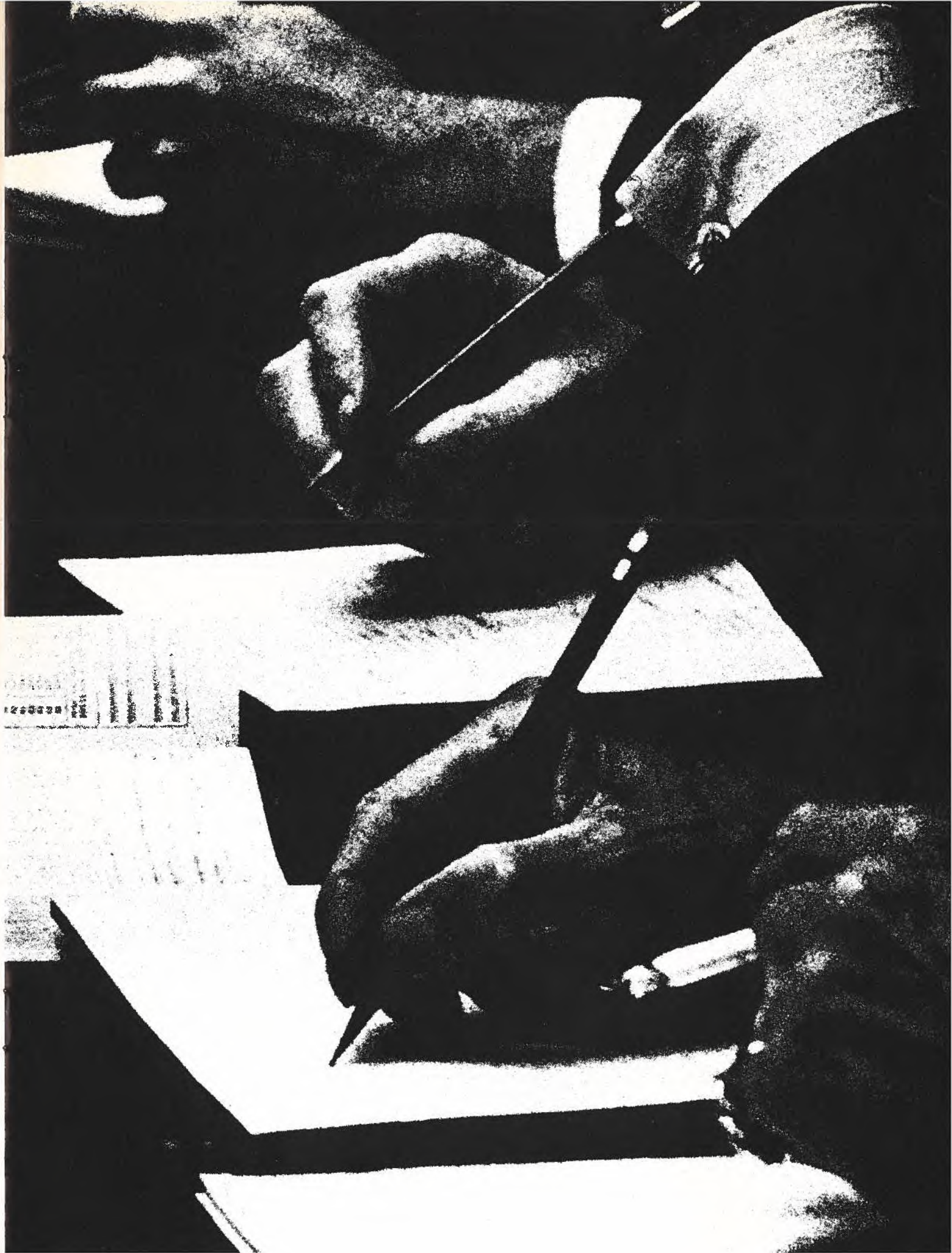
Jim Cameron of ITC, who worked on the project, described the mechanics of creating an association as relatively simple and stressed that the most important aspect was a commitment.

"Member companies decide among themselves what type of data will help them in sales, purchasing and production decisions. They structure a reporting format to carry this information and report sales, purchases and production information on a special form. Each report is sent to a central collecting agency that is administered by the association. The information is compiled and reported back to the members. All individual company reports are kept confidential and a number of procedures have been adopted to ensure this," he said.

Mr. Cameron anticipates that ITC will continue to play a catalyst's role in helping other groups with similar interests to form associations.

"We can assist in the creation of an organization and can provide information based on the experiences of similar groups. Then it is up to the firms to decide if they wish to proceed. If they do, we will stay with them until the organization has been set-up and is working," he said.

Specific market data generation for a group of companies should be regarded as another resource that can assist them in decision-making. It does not diminish the usefulness or importance of other sources of information.



Japan Thrust — Exports and Investments

Looking for business opportunities in Japan? If you are, the Federal Department of Industry, Trade and Commerce and your provincial government can help.

During October and November, they are sponsoring export workshops in nine Canadian cities to tell you about opportunities for expanding trade and economic relations with Japan. Export opportunities will be emphasized, but there will be discussions on the potential for exchanges of investment and industrial technology.

Japan has one of the world's most advanced industrial economies and is a unique market requiring special approaches to marketing. In 1976, two-way trade reached \$3.9 billion, making Japan Canada's second largest trading partner and our largest export market for agricultural products and for many individual minerals. It is a dynamic yet mature and affluent market and our access to it has been expanded as a result of significant liberalization of import and investment controls since 1969.

The workshops come at a time when both the Japanese and Canadian governments have been giving high priority to furthering bilateral economic co-operation. This interest was underlined when Prime Minister Trudeau and Japanese Prime Minister Miki signed the "Framework for Economic Co-operation" in Tokyo less than a year ago.

Canadian trade commissioners from Tokyo, Canadian businessmen experienced in dealing with the Japanese, and officials from the Federal and provincial governments will give a thorough run-down on doing business in Japan. Following the general discussion, trade commissioners and government officials will meet with businessmen individually to talk over specific opportunities.

In addition, there will be round table sessions on key industry sectors. Topics will vary from city to city (depending on local interest) and will include fish products, processed foods, aerospace, automotive parts and service equipment, and forestry products.

Seminars will be held in: Vancouver, Edmonton, Calgary, Regina, Winnipeg, Toronto, Montreal and locations in New Brunswick and Southern Ontario.

Further information on the Japan export workshops is available from the ITC Regional Offices, the provincial governments or the Pacific Division, Pacific, Asia and Africa Bureau, Ottawa (613) 996-5381.

The Department of Industry, Trade and Commerce is also sponsoring workshops on export opportunities and possibilities for industrial co-operation with the United States and the European Community countries.

During October, November and December export workshops for the U.S. — Canada's largest trading partner — will be held in Moncton, Halifax, Saskatoon, Calgary, Edmonton, Vancouver, Winnipeg, Toronto, Windsor, London, Montreal, Quebec and Sherbrooke.

Opportunities for trade and industrial relations with the EEC countries have increased since the "Agreement for Economic and Commercial Co-operation" was signed last July. These opportunities and opportunities in other European countries, will be identified at workshops in Toronto, Montréal, Vancouver, Halifax and locations in Southern Ontario during October and November.

Export workshops for the U.S., Canada's largest trading partner, will be held in Moncton, October 3-4; Halifax, October 6-7; Saskatoon, November 9-10; Calgary, November 14-15; Edmonton, November 17-18; Vancouver, November 21-22; Winnipeg, November 24; Toronto, November 29-30; Windsor, December 1-2; London, December 5-6; Montreal, December 8-9; Quebec, December 12-13 and Sherbrooke, December 15-16.



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Services in Canada and Abroad

Assisting the Canadian business community at home and abroad is a vital function of the Department of Industry, Trade and Commerce — one that has increased in importance in the wake of recent economic events both domestically and internationally.

The prevailing circumstances present new challenges and underscore the need for greater co-operation between the private sector and government so that industrial and trade strategies can be developed that will stimulate job creation, increased productivity and continued competitiveness of Canadian-made goods in the international market.

This year the Department took a major initiative in this direction . . . the launching of Enterprise Canada 77. Enterprise Canada 77 will make sure that the Department is a responsible and relevant instrument of assistance for the Canadian economy through the evaluation, improvement and communication of departmental (and other government) programs and services to Canadian business.

During the Spring phase (April to June), about 150 officers from the Department travelled across the country and consulted with more than 5,000 businessmen on their knowledge and the relevance of the various programs and services available to them.

These consultations were successful, not only in communicating specific information about government assistance to business but, perhaps more importantly, in stimulating an awareness of the great interest this Department has in helping to promote their activities.

In a number of instances, Industry, Trade and Commerce was able to respond successfully to individual requests for immediate assistance.

The business reports prepared by the spring interview teams are now being analyzed and evaluated as a basis for a fall program of events for the further development of Industry, Trade and Commerce policies and programs responsive to business needs.

The success of the Spring phase has also raised the expectations of both businessmen and this Department that the Federal Government will demonstrate a greater sensitivity to business problems and will be able to offer new and improved programs and services where needed.

Industry, Trade and Commerce has already started to deal with some of these problems through, for example, the new Enterprise Development Program, the making available of PEMD financial assistance through regional offices, and by undertaking a decentralization study of the Department.

Another major change that will improve services to the business community is the amalgamation of the Trade Commissioner Service and Regional Offices Branch under a new unit called "Field Operations".

Field Operations will rationalize the activities of the two former branches to ensure better co-ordinated and organized services for the Canadian businessman who too frequently in the past has found himself mired in government bureaucracy.

Regional Offices

Businessmen seeking domestic and international services of the Department of Industry, Trade and Commerce should first contact the regional office. The Department has regional offices in every province and has qualified officers located in them to assist businessmen in search of information, counselling or financial assistance.

The Regional Officer can help you in areas such as developing proposals, market feasibility or productivity studies, improvement projects, industrial design projects, loans and loan insurance for adjustment assistance, restructuring, development of export markets, tariff information and sourcing.

Each Regional Officer is assigned a specific industry sector and is responsible for the industrial and export development in that sector. He promotes the Department's assistance programs and services, introduces industrial development projects, and provides assistance to exporters. He is responsible, as well, for promoting the Department in a specific geographic region.

In collaboration and in co-operation with the industrial and commercial development organizations, the Regional Officer identifies industry needs, visits the companies, and ensures that maximum benefits from the programs and services of the Department are available.

As some Department programs are administered regionally, the Regional Officer studies, evaluates and presents the projects, prepared by companies, to the Regional Advisory Committee. If a project is approved, the Regional Officer monitors it until it is completed.

To respond better to the needs of companies offering services, a Regional Officer is responsible for co-ordinating the activities of export or import agents and trading firms, management consultants and engineering consultants.

As required, he will also co-ordinate special projects such as incoming trade missions, participation in trade fairs in Canada and abroad, seminars, and many other projects.

Trade Commissioners

When working with firms already or intending to get involved in exporting, a Regional Officer can rely on a network of commercial representatives abroad. Field Operations has 240 Trade Commissioners and 170 locally engaged Commercial Officers in 89 offices in 67 countries. The activities of a Trade Commissioner change to meet international commercial and economic requirements. However, he still responds willingly to requests for assistance from Canadian exporters and aids foreign importers in locating Canadian sources of supply.

In addition to serving as a liaison between buyer and seller, the Trade Commissioner acts as an export market consultant. He assists Canadian exporters in all phases of marketing such as identification of export opportunities, assessment of the degree of the competition in the market, introductions to foreign businessmen and government officials, screening and recommendation of agents, guidance on terms of payment, and assistance with tariff or access problems.

The Trade Commissioner systematically identifies market development opportunities and contributes to the operation of the Department's export market development programs for various segments of Canadian industry. As part of these programs, he seeks out market development opportunities, recommends promotional support projects such as trade fairs and missions, and assists in their organization.

Identifying Canadian capacity for international marketing, encouraging Canadian exporters to take advantage of opportunities in foreign markets, and helping to educate novice exporters in the intricacies of foreign trade are other important aspects of his duties.

All these activities are linked to specific government objectives including the upgrading of resource exports, increasing the proportion of fully manufactured goods in Canada's export mix, diversifying trade ties, and the creation of employment opportunities.

In addition to reporting on local legislation affecting Canadian exporters, the Trade Commissioner (in conjunction with the International Bureaux and other branches of the Department in Ottawa and the Regional Offices) makes every effort to identify impediments to Canadian trades, negotiates improvements and develops export promotional programs to take advantage of the enhanced terms of our market access.

In 1976, Trade Commissioners responded to more than 35,000 requests for assistance from Canadian businessmen and directed to the attention of Canadian industry more than 45,000 enquiries from foreign buyers.

The Trade Commissioner also participates in the rationalization and strengthening of the Canadian industrial base by contributing to the flow of industrial technology to Canada. He does this through licensing arrangements, joint ventures and direct foreign investment where appropriate. The Trade Commissioner works closely with other officials of the Department and the Department of Regional Economic Expansion (DREE) to identify and encourage direct foreign investment, on a selective basis, where such investment would be consistent with the government foreign ownership, and industrial and regional development objectives.

Industrial co-operation agreements also constitute an effective vehicle for strengthening relations with major trading partners and help to offset deteriorating terms of access caused by the formation of trading blocks and growing protectionist tendencies. The Trade Commissioner plays a role in the development and implementation of these agreements and maintains an ongoing involvement to maximize returns to Canada from such agreements.

Another facet of industrial co-operation is joint ventures overseas by Canadian firms, often to gain access to markets otherwise closed to conventional exports due to tariff or non-tariff restrictions designed to encourage local manufacturing. The Trade Commissioner may be called upon to identify when joint ventures abroad might be appropriate, to locate suitable local partners and to act as an adviser to the Canadian partner during the negotiation of a joint venture.

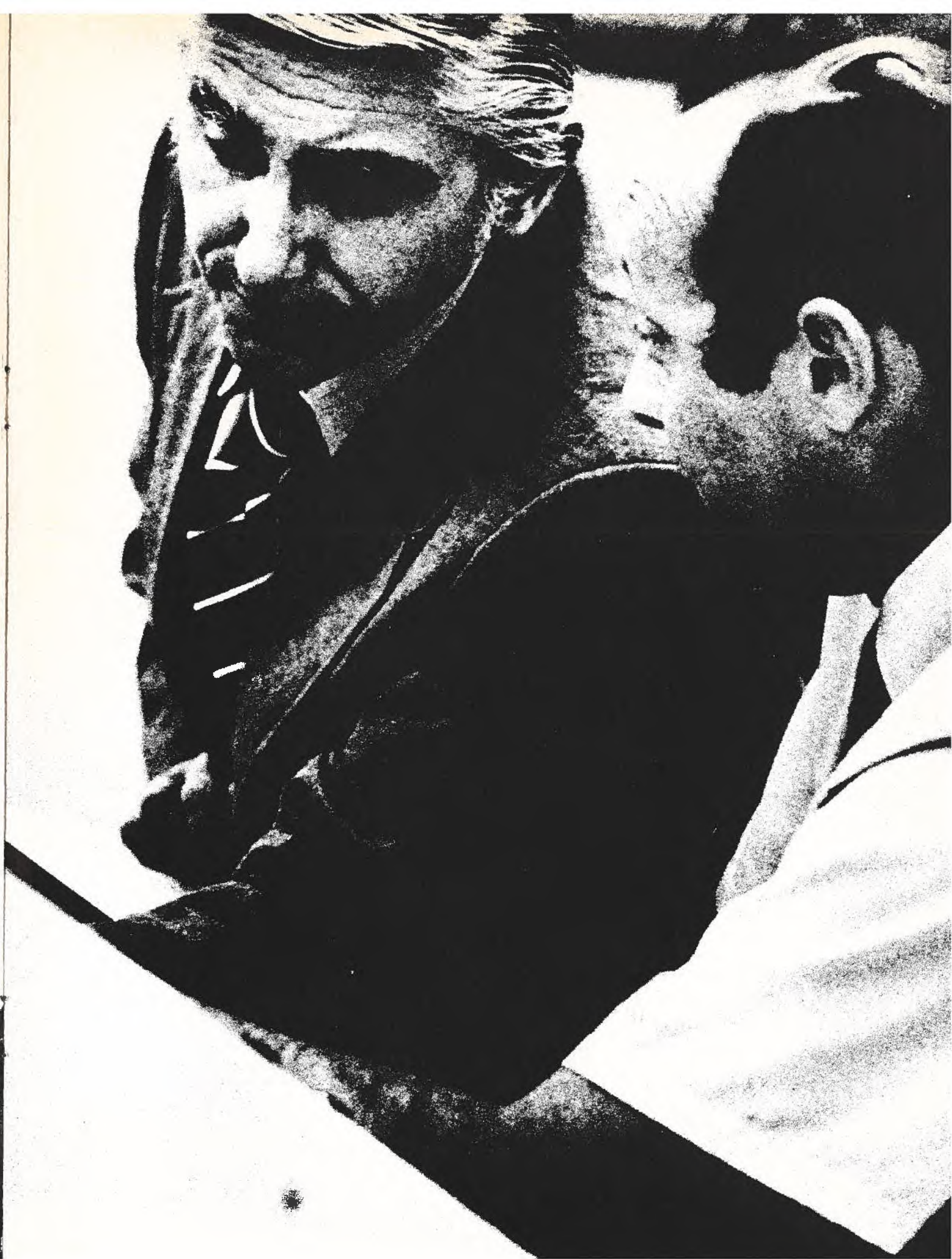
In most countries, the Trade Commissioner works closely with his commercial officers who are recruited locally and who are permanently attached to the office. The Commercial Officer provides continuity and access to local business and government officials. He has a detailed understanding of local business customs and fluency in the local language — ingredients often indispensable to the Trade Commissioner in planning and implementing trade promotional programs in foreign political, social, economic and cultural environments.

The Commercial Officer has trade promotional responsibilities similar to that of a junior-level Trade Commissioner. In some cases, due to educational qualifications or many years experience with a certain industry sector, the Commercial Officer performs a specialist function. Tours of Canada provide him with an understanding of the capability of Canadian industry that is essential in orienting promotion along more suitable lines.

To put it briefly, Field Operations assures the Canadian presence on the international scene and the services to the Canadian business Community. It increases the dialogue between industrial associations and the provinces for the betterment Canadian industry and trade development.

Can your business count on representatives in every Canadian province and in 67 countries abroad? If not, remember that these people are at your service! It is up to you to take advantage of what they have to offer!

A list of the Trade Commissioner Service abroad and the regional offices in Canada is periodically revised and updated by the Office of Information and Public Relations and distributed through the magazine **Canada Commerce**.



Enterprise Development Program (EDP) Who benefits?

Commercial products have a typical life cycle. Starting as a mere gleam in the designer's eye, they are conceived, developed, go through a pre-production testing stage, then into production and marketing. With all phases of this process well-oiled and smooth-running, the products can enjoy a long and profitable life, or at least not suffer a premature death. But as every corporate manager knows, each stage has its own perils and problems.

In the immediate past, the Canadian Department of Industry, Trade and Commerce offered an array of programs designed to attack problems that might emerge during the different phases of the product cycle. The Department's Program for Advancement of Industrial Technology (PAIT) helped out with the concept, development and pre-production phases. Another departmental program, General Adjustment Assistance Program (GAAP) directed itself to financial problems that ensnare pre-production, production and marketing.

Different approaches that overlap the same problem areas can sometimes be confusing. That's why the Department has shelved its past innovative and adjustment assistance programs, PAIT and GAAP, as well as the Industrial Design Assistance Program (IDAP), Program to Enhance Productivity (PEP), Footwear and Tanning Industry Adjustment Program (FTIAP), and Pharmaceutical Industry Development Assistance Program (PIDA), replacing them with the Enterprise Development Program (EDP).



Effective as these programs were, EDP is expected to be more so. It not only combines the best basic features of these programs, but it is designed to be more accessible to Canadian industry, especially to smaller and medium-sized businesses.

A major goal of EDP is to help selected firms become more viable and internationally competitive. This in turn will aid the growth in manufacturing and processing sectors, and give a boost to the Canadian economy. Promising smaller and medium-sized firms will be encouraged to take on relatively high risk projects with the potential to yield attractive rates of return.

The Honourable Jean Chrétien, Minister of Industry, Trade and Commerce, is responsible for the EDP, reporting to Cabinet on its trials and triumphs. The program is, however, administered directly by a central Enterprise Development Board and by regional EDP Boards in every province.

EDP officers will examine, analyze and help construct viable projects. The firm will be encouraged to outline its assistance requirements for current and future projects so that the assistance offered under the EDP can then be tailored to meet the total requirements of the firm.

The key to this approach is flexibility. The EDP attempts to identify and structure sensible financial packages that will help the firm to realize its potential. This approach may be perceived as investing in the firm, rather than simply supporting projects.

As with any prudent investor, the EDP will examine the resources of the firm — human, financial, physical and technological — along with market opportunities and constraints.

The evaluation and analysis of the projects and the firm's potential is submitted to the EDP Board for a decision. These Boards are composed of an equal number of senior civil servants and prominent businessmen knowledgeable in all phases of product and market development. Strict confidentiality and conflict of interest guidelines have been implemented to protect the competitive interests of applicant firms. The use of regional Boards, with their awareness of local business conditions, helps to ensure good decisions and to expedite the decision-making process.

There are two primary methods by which the EDP participates in projects with a firm — sharing of costs for a project or by providing insurance for term loans. The insurance helps to facilitate the availability of funds at reasonable terms and conditions. For the typical shared cost project, the EDP can make a grant of up to 50 per cent of the eligible costs. Loan insurance can be provided to 90 per cent coverage of the term debt for a 1 per cent annual fee.

Shared cost projects generally fall into the following categories: productivity improvement studies; innovation projects for new or improved products or processes, and for industrial design. In addition, costs can be shared for the development of a proposal or for a market study which will lead to an eligible project.

In general the costs that can be shared include: necessary professional and skilled labour; the purchase of special purpose equipment and materials for prototypes or models. The cost of general purpose equipment cannot be shared; however, lease costs for such equipment can be shared if it is leased specifically for the project.

Innovation projects which are supported will incorporate new technology into the development of new or improved products or processes. The risk of failure of the project due to technical problems is always an element in innovation projects. The EDP complements the Industrial Research Assistance Program, which the National Research Council operates, in that the EDP provides assistance for the development of projects which have passed the research stage.

Design projects generally entail less technological risk and focus on the process of integrating the needs of the user into the design of product. The EDP projects normally relate to durable products which are mass-produced by industrial processes. The products are usually complete within themselves, as opposed to being a minor part of a larger product, and when in use the products normally involve extensive contact between the product and people.

Loan insurance is normally used to raise funds for projects that help firms adjust to changing competitive circumstances by restructuring or rationalizing their operations. These projects often require working capital, plant expansion or updating of machinery and equipment. Assistance is also available for special purposes such as insurance on surety bonds for offshore turnkey projects; and loans or shared cost projects to encourage restructuring of the footwear or tanning industries.

Eligibility for the Enterprise Development Program varies somewhat, depending on the project and the form of assistance required. Eligibility generally includes three types of concerns: the viability of the project and the firm, the firm's need for EDP assistance, and industry sector.

It is intended that the EDP should not support firms which have adequate financial resources to readily carry out the project on their own. For shared cost projects, this means that the project and its implementation generally must represent a significant burden on the resources of the firm. For loan insurance, the firm must be unable to obtain financing elsewhere on reasonable terms and conditions.

Recognizing the importance of exports to the growth of the economy and employment, manufacturing and processing firms are generally eligible for all aspects of the EDP. Firms in the service sector are not eligible for loan guarantees unless the proposed project will provide direct, tangible and significant benefit to firms engaged in manufacturing or processing.

Applicants for innovation or design assistance must be incorporated. It is not necessary to be incorporated to be eligible for other forms of assistance, although it is considered highly desirable.

At the initial stage of the application process, a firm must provide a brief description of the proposed project, estimates of costs, proposed financing, and audited financial statements for the last three years.

More information on the Enterprise Development Program may be obtained by contacting the Enterprise Development Branch, Industry, Trade and Commerce, Ottawa, or the nearest Industry, Trade and Commerce Regional Office.

Department of Industry, Trade and Commerce

Regional Offices

ST. JOHN'S, Newfoundland A1C 1A9

Newfoundland and Labrador Region
210 Water Street
Tel. (709) 737-5511
Telex: 016-4749
Gov't. 147-5511
Director: F.A.D. (Dale) Blair

HALIFAX, Nova Scotia B3J 1N9

Nova Scotia Region
Suite 1124, Duke Tower
5251 Duke Street, Scotia Square
Tel. (902) 426-7540
Telex: 019-21829
Gov't. 162-7540
Director: C.P. (Cliff) McPherson

CHARLOTTETOWN, Prince Edward Island C1A 8C1

Prince Edward Island Region
Dominion Building, 97 Queen Street
P.O. Box 2289
Tel. (902) 892-1211
Telex: 014-44129
Gov't. 178-892-1211
Director: R.E. (Roger) Wright

FREDERICTON, New Brunswick E3B 5H8

New Brunswick Region
Suite 642, 440 King Street
Tel. (506) 454-9707
Telex: 014-46140
Gov't. 173-454-9707
Director: F.D. (Fred) Grimmer

QUÉBEC, Québec G1R 2B5

Québec City Office
Suite 620, 2 Place Québec
Tel. (418) 694-4726
Telex: 051-3312
Gov't. 187-4726
Director: G. (Gilles) Morin

MONTRÉAL, Québec H4Z 1J5

Québec Region
Room 2124, Place Victoria
P.O. Box 257, Tour de la Bourse
Tel. (514) 283-6254
Telex: 055-60768
Gov't. 183-6254
Director: P.A. (Paul) Théberge

OTTAWA, Ontario K1A 0H5

Western Quebec Region
240 Sparks Street
Tel. (613) 996-0578
Telex: 053-4124
Gov't. 6-0578
Regional Officer: C.M.(Charles) Pouliot

TORONTO, Ontario M5L 1G1

Ontario Region
Commerce Court West, 51st Floor
P.O. Box 325
Tel. (416) 369-3711
Telex: 065-24378
Gov't. 186-3711
Director: R.H. (Bob) Gayner

OTTAWA, Ontario K1A 0H5

Eastern Ontario Region
240 Sparks Street
Tel. (613) 996-1216
Telex: 053-4124
Gov't. 6-1216
Regional Officer: D.J. (Doug) Packman

WINNIPEG, Manitoba R3C 0A5

Manitoba Region
Suite 1104, Royal Bank Building
220 Portage Avenue
Tel. (204) 985-2381
Telex: 075-7624
Gov't. 161-985-2381
Director: G.A. (Gray) Gillespie

REGINA, Saskatchewan S4P 0R7

Saskatchewan Region
Room 980, 2002 Victoria Avenue
Tel. (306) 569-5020
Telex: 071-2745
Gov't. 121-5020
Director: G.A. (Glenn) Cooper

EDMONTON, Alberta T5J 2W8

Alberta & Northwest Territories Region
500 Macdonald Place
9939 Jasper Avenue
Tel. (403) 425-6330
Telex: 037-2762
Gov't. 176-6330
Director: C.G. (Clay) Bullis

VANCOUVER, British Columbia V7X 1K8

British Columbia and Yukon Region
P.O. Box 49178, Suite 2743
Bentall Centre, Tower "III"
595 Burrard Street
Tel. (604) 666-1434
Telex: 04-51191
Gov't. 175-544-1434
Director: J.F. (Jim) Murray

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240 Sparks Street
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Gov't. 6-9028

P.E. (Gene) Marchand
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Ottawa, Ontario K1A 0H5
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Ottawa, Ontario
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Telex: 053-4124
Ottawa, Ontario K1A 0H5

Enterprise Canada 77

List of Events

October

2	Medicine Hat, Alberta
3	Vancouver, British Columbia
4	Regina, Saskatchewan
5	Victoria, British Columbia
5	Winnipeg, Manitoba
6	Saskatoon, Saskatchewan
7	Terrace, British Columbia
11 to 14	Montréal, Québec
12	Hamilton, Ontario
12	Kelowna, British Columbia
14	St. Catharines, Ontario
14	Trail, British Columbia

October

17	Mississauga, Ontario
19	Moose Jaw, Saskatchewan
19	Peterborough, Ontario
20	Prince Albert, Saskatchewan
20	Rouyn-Noranda, Québec
21	Oshawa, Ontario
24	Sherbrooke, Québec
24	Kitchener, Ontario
25	Yorkton, Saskatchewan
25	Charlottetown, Prince Edward Island
27	Drummondville (or Victoriaville), Québec
27	Swift Current, Saskatchewan
28	Windsor, Ontario
28	North Battleford, Saskatchewan
31	Barrie, Ontario
31	Trois-Rivières/Shawinigan, Québec



November

2	Québec, Québec
2	Toronto, Ontario
4	Kingston, Ontario
7	Thunder Bay, Ontario
7	St-Georges, Québec
7	Sydney, Nova Scotia
8	New Glasgow, Nova Scotia
9	Amherst, Nova Scotia
9	London, Ontario
10	Ottawa, Ontario
10	Middleton, Nova Scotia
15	Halifax, Nova Scotia
15	Brandon, Manitoba
15	Sault Ste-Marie, Ontario
17	Rimouski, Québec
17	Dauphin, Manitoba
17	North Bay, Ontario
21	Chicoutimi, Québec
21	Edmonton, Alberta
22	Moncton, New Brunswick





List of Publications

Department of Industry, Trade and Commerce
Office of Information and Public Relations
Printing and Distribution Section
240 Sparks Street
Ottawa, Ontario
K1A 0H5

Introduction

The Office of Information and Public Relations of the Department of Industry, Trade and Commerce has updated its list of information publications for the Canadian public and the business sector.

All the Department's publications that are most likely to be of interest to the Canadian public have been listed. These publications include: Incentive and Development Programs, Doing Business in Canada Series, Markets for Canadian Exporters Series and books of interest to the industry sectors.

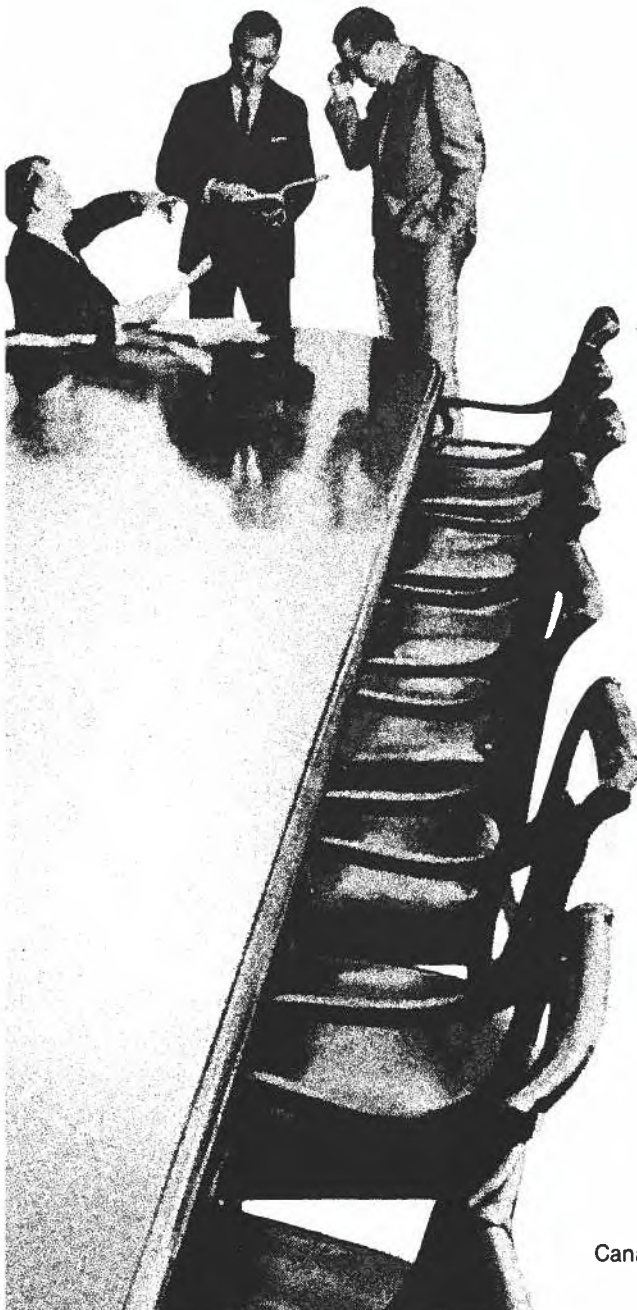
Another list entitled "Taking Stock" contains a collection of departmental brochures designed to promote Canadian products and services for export markets. This collection is not intended for the Canadian public. These commodity books have been published to assist our Trade Offices abroad in their efforts to advertise and market Canada's products, services and advanced technology in many fields.

Further information may be obtained from the Printing and Distribution Section, Office of Information and Public Relations, Department of Industry, Trade and Commerce, 240 Sparks Street, Ottawa, Ontario, K1A 0H5, telephone (613) 995-6963.

Incentive Programs

EDP	Enterprise Development Program To enhance the growth in the manufacturing and processing sectors of the Canadian economy by providing assistance to selected firms to make them more viable and internationally competitive.
DIP	Defence Industry Productivity Program Aids Canadian industrial participation in the development and production of defence equipment and associated components with high technological content, through financial assistance.
GOMI	Grains and Oilseeds Marketing Incentives Programs Helps achieve a sustained expansion of the total effective market for Canadian grains and oilseeds through contributions and risk insurance.
MDAP	Agricultural and Food Products Market Development Assistance Program Encourages sustained growth for the sale of Canadian agricultural and food products in export and domestic markets through financial assistance.
PEMD	Program for Export Market Development Assists in bringing about a sustained increase in the export of Canadian products by providing incentives in the form of repayable contributions to approved expenses.
PPP	Promotional Projects Program Promotes the export of Canadian products and services through the use of trade fairs, incoming and outgoing trade missions and promotional literature.
FDAP	Fashion Design Assistance Program Increases the international competitiveness of the Canadian apparel, textile, leather and footwear industries through encouraging design and designers and promoting Canada as a source of creative fashion.
MACH	Machinery Program Through remission of import duty, permits users of machinery to acquire capital equipment at the lowest possible cost, and at the same time, enables machinery producers to derive the maximum incentive and encouragement from the tariff.
SIAP	Shipbuilding Industry Assistance Financial assistance by grants or contributions to improve the competitive positions of the Canadian shipbuilding and repairing industries.

A bilingual series providing advice on how to do business in these countries and States of the U.S. ►



Doing Business in Canada

A series published in English, French and German.

- Canadian Customs Duties
- Construction Equipment Standards
- Federal Incentives to Industry
- Forms of Business Organization
- Labour Legislation
- Patents, Trademarks, Industrial Designs and Copyrights
- Tariff Preferences for Canadian Goods Abroad
- Taxation, Income, Business, Property
- Taxation, Sales, Excise and Commodity
- The Business Environment

Markets for Canadian Exporters

- Australia (1974)
- Central America (1976)
- Chile
- China (1976)
- Colombia and Ecuador
- Cuba (1975)
- Detroit (1973)
- Eastern Caribbean (1976)
- Germany (1972)
- Haiti, Puerto Rico, Dominican Republic (1976)
- Hong Kong
- Indonesia
- Korea
- Japan (1976)
- Malaysia (1975)
- Mexico (1975)
- Mid-Atlantic States (1973)
- New England States
- New Zealand (1976)
- New York (1976)
- Nigeria (1974)
- Pakistan
- Philippines (1976)
- Singapore (1976)
- Thailand (1975)
- Upstate New York (1972)
- Venezuela and Netherlands Antilles

Industry Sector Publications

- Guide to Kwangchow**
English and French (1975)
- Food Protein from Grains and Oilseeds**
A development study projected to 1980
English only (1973)
- The Feed Protein Market**
A background study
English only (1973)
- Statistical Profile of the Plastic Processing industry in Canada**
English and French (1976)
- Canadian Export Trade Development — Agriculture and Food**
English and French (1976)
- BEAM Glossary**
English-French/French-English (1972)
- A Study of Computer Utilization in the Construction Industry**
English and French (1973)
- Directory of Modular Building Components**
Third edition
Bilingual (1973)
- Report on the 1974 Survey on the Canadian Ferrous Foundry Industry**
English and French (1974)
- Computer Uses in the Construction Industry**
English and French (1976)
- Export Opportunity for Canadian Manufactured Homes**
English and French (1974)
- Ignay Projects Reports**
English and French (1971)
- Review of the Canadian Millwork Industry**
English and French (1972)
- Study of Tax Practices Related to the Pulp and Paper Industry**
Part I, II, III
English and French (1973)
- Terminology of the Copper Industry**
Glossary English-French/French-English (1976)
- Regional Offices Folder**
Bilingual (1976)
- Sources of Venture Capital**
English and French (1973)

- Design Careers**
Bilingual (1974)
- Design Awareness and Planned Creativity in Industry**
Bilingual (1974)
- Industrial Design**
The Competitive Edge
Bilingual (1972)
- Design in Tourism**
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Bilingual (1973)
- Systematic Method for Designers**
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Bilingual (1970)
- Design Internship Folder**
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- Efficient Design Makes an X-ray System Marketable**
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- I Think, I Want to Be a Designer**
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- Design Education in Canada**
List of Institutions
Bilingual (1977)
- Federal Export Programs and Services**
Bilingual (1976)
- Financing Canadian Industries**
Bilingual (1977)
- Annual Report**
English and French
- A Construction Information System for Canada**
Bilingual (1973)

Printing and Distribution

Office of Information and Public Relations
Federal Department of Industry, Trade and Commerce
Ottawa, Canada
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Key publications for industry — Please check (√) for publications of interest

Programs

- Enterprise Development Program (EDP)
- Defence Industry Productivity Program (DIP)
- Grains and Oilseeds Marketing Incentives Program (GOMI)
- Agricultural and Food Products Market Development Assistance Program (MDAP)
- Program for Export Market Development (PEMD)
- Machinery Program (MACH)

Finance

- Sources of Venture Capital
- Financing Canadian Industry

Export Opportunities

Market for Canadian Exporters, published by countries located in:

- Asia
- Africa
- Europe
- Middle East
- Central America
- South America
- U.S.A. (by region)

Doing Business in Canada Series

- Canadian Customs Duties
- Construction Equipment Standards
- Federal Incentives to Industry
- Forms of Business Organization
- Labour Legislation
- Patents, Trade Marks, Industrial Designs and Copyrights
- Tariff Preferences for Canadian Goods Abroad
- Taxation, Income, Business, Property
- Taxation, Sales, Excise and Commodity
- The Business Environment


Others

- Canada Commerce
- Small Business in Canada: Perspectives
- Canadian Federal Government Services to Business (Revised)
- List of publications

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