

As has already been pointed out, acquisition and marketing are often simultaneous, and to that extent this division will develop its trade promotion activity linked to industrial development, particularly in the electronics sector.

(c) Transfers and Investment

A new division, which would be responsible for questions related to investment, will inevitably be led to act directly in questions of technology transfer. It is a condition of foreign investment that it bring something new to Canadian industry, whether it be products, processes, capital or managers. It is from this division - and the geographic branches - that liaison will best be set up between the foreign network and the domestic networks. Thus this division must be responsible for direct liaison with the national agency dealing with investment, and also with the NRC's Industry Development Offices, since that is where investments that bring foreign technology will be dealt with.

It would be useful for this division to have personnel who are very knowledgeable in the area of licenses, joint ventures, world product mandates and transfers of risk capital. Finally, this division should deal directly with the creation and encouragement of Canadian trading houses to sell Canadian high-technology products abroad. That responsibility would be held jointly with the Technology Division.

In accordance with the recommendations of the Schroeder-Gudehus report, the Bureau thus formed should be able to rely on the support of a public-private advisory committee, consisting of clients for technology transfer from industry and from government agencies, together with officers from our home base and from geographic divisions responsible for administering the S&T offices abroad. Such a body would help to provide continuity in the links with the domestic clientele, to pinpoint the demand for acquisition and marketing of technology, and to administer a CSF that would be greatly increased to respond to a stronger demand.