

Domestic and foreign based travel industry gets boost

The Canadian Government Office of Tourism (CGOT) has begun a \$1-million program to assist domestic and foreign-based travel industry partners in marketing new or existing Canadian package tours.

Details of the Canada Marketing Assistance Program (CANMAP) were released by federal Tourism Minister Charles Lapointe during the fifty-first annual conference of the Tourism Industry Association of Canada, held in Montreal.

Objective

"The objective of this program is to increase the demand for our travel product by encouraging industry partners in both Canada and abroad to market and develop Canadian tour packages," said Mr. Lapointe.

Under the \$1-million program, CGOT will contribute 50 per cent — up to a maximum of \$25 000 — for costs directly related to:

- consultant fees and professional services used in tour development;
- design and printing costs for brochures, displays and other sales aids, including foreign-language versioning;
- co-operative advertising campaigns for retail and consumer audiences; and
- direct marketing programs undertaken by the applicant or on a contract basis, including production costs of special publicity material.

Those eligible for assistance include tour wholesalers-operators, transportation companies, automobile clubs and other firms involved in travel who offer Canadian packages or are interested in developing new ones, as well as retail travel agencies capable of offering such products.

U.S. and overseas

CANMAP applies to marketing activities undertaken in the United States and overseas markets.

In Canada, only programs which promote interprovincial travel are eligible for assistance.

More information concerning CANMAP is available in Canada from regional offices of the Department of Industry, Trade and Commerce (attention CGOT) or, outside Canada, at the nearest Canadian consulate general.

Burundi foreign affairs minister visits Canada

Burundi's Minister of Foreign Affairs and Co-operation Edouard Nzambimana visited Canada from May 30 to June 2, at the invitation of the Minister for External Relations Pierre De Bané.



Minister for External Relations Pierre De Bané (left) greets Burundi Minister of Foreign Affairs and Co-operation Edouard Nzambimana.

In addition to talks with Mr. De Bané, Mr. Nzambimana's itinerary in Ottawa included meetings with Minister of Agriculture Eugene Whelan, Minister of State Serge Joyal and senior officials of the Canadian International Development Agency, the International Development Research Agency and Petro-Canada International. The visit also included a trip to Montreal where a dinner was given in his honour by the Canadian Institute of African Affairs. The Burundi minister met with officials of non-governmental organizations and with representatives of the Burundian community.

Co-operation program to aid development

During the talks with Mr. Nzambimana, Canadian officials expressed Canada's desire to strengthen development aid to Burundi. Transfer mechanisms of a \$3-million co-operation program are to be set up after consultations between the various Canadian participants and the Burundian authorities. The funding will be used to finance projects concerned with institutional and industrial co-operation, non-governmental organizations and mission-administered funds. Much of the

available funds would be used for technical assistance, including fellowships awarded in various fields.

In the area of oil exploration, Petro-Canada International pledged to closely examine reports from sources indicating the possibility of oil in the subsoil of Burundi, and to take further action where warranted.

The situations in eastern Africa, the western Sahara and southern Africa were also discussed and Mr. Nzambimana expressed his appreciation for Canada's continued efforts to settle the Namibian problem. He was reassured that it was Canada's wish for Namibia to obtain its independence as soon as possible through the provisions associated with Security Council Resolution 435.

Canada-U.S. forest fire pact

Canada and the United States have signed an agreement that will enable fire fighting agencies in both countries to exchange resources as the need arises.

The arrangement was negotiated by the Department of External Affairs on behalf of provincial and federal departments involved in fighting forest fires, and ratified through an exchange of diplomatic notes between the two countries. The Canadian Committee on Forest Fire Control, which includes representatives from federal, provincial, industry and non-government fire control agencies, was instrumental in working out the terms.

This agreement allows individual provincial and federal agencies to deal directly with U.S. federal agencies in exchanging fire fighting resources when needed without going through complicated channels of approval each time.

All provinces are included in the agreement except Prince Edward Island, Quebec and Newfoundland which have chosen to opt out. These provinces may join at any time.

Canada experienced record fire seasons in 1980 and 1981. The area of commercial timber burned in 1981 actually exceeded the combined area logged in the provinces and territories.

Fire fighting agencies in Canada and the United States are unable to constantly maintain the level of equipment and personnel required during the worst fire seasons. Exchanges under this agreement will permit the most efficient use of resources.

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