

2. FEDERAL GOVERNMENT DEPARTMENTS AND AGENCIES — ROLES AND RESPONSIBILITIES

Department of Regional Industrial Expansion

Regional Offices

Role: Located in all provinces, the regional offices of the Department of Regional Industrial Expansion (DRIE) counsel, encourage and assist individual companies in the region in the manufacturing, processing, agricultural, fisheries, tourism and selected service sectors to pursue international export marketing opportunities.

Responsibilities: Industry Counseling and Intelligence: DRIE regional offices conduct workshops, seminars and meetings to acquaint exporters and potential exporters with export marketing. These sessions cover subjects such as export pricing, financing, documentation, transportation, insurance and government assistance programs and services. In addition, regional office staff assist individual exporters with these activities and provide them with information on specific market opportunities.

Regional offices use a number of sources to keep abreast of developments in export trade. These sources include External Affairs trade development divisions and trade posts abroad, DRIE industry sector branches, the Canadian International Development Agency (CIDA), the Export Development

Corporation, the Canadian Commercial Corporation, provincial governments, international banking agencies, and domestic and foreign publications.

The regions also keep abreast of current federal and provincial industrial development policies and programs that affect trade development in the region and promote assistance available from federal government and other public and private sector export agencies.

Export Supply Capability: For export purposes, DRIE regional offices maintain an effective sourcing system for company products in the region and also encourage company listings in the Business Opportunities Sourcing System (BOSS). They also monitor export market opportunities abroad along with the capability of regional firms to respond to these opportunities.

Federal-Provincial Relations: Maintaining a close working relationship with all levels of provincial government departments and agencies concerned with trade matters is a priority in the regions. Co-ordination and co-operation is needed if common objectives are to be achieved.

Regional staff initiates joint federal-provincial export trade activities and keeps provincial counterparts informed of new federal policies and programs in this area. At the same time, the staff evaluates provincial export policies, programs and priorities and informs Ottawa of pertinent developments.

Other services: Export trade is of prime importance to the Canadian economy. Within each region, DRIE offices work to promote public awareness of this. Through these offices, potential exporters are introduced to trade commissioners abroad and others who can assist their export trade efforts. Regional offices also recommend policy and program changes and new initia-