

- building strong partnerships with other intermediaries in the private and public sectors to derive maximum benefit from available resources. EDC recognizes that providing complete solutions for its customers entails creating partnerships with banks and other financial intermediaries (private or public, domestic or international).

### **Human Resources Development Canada (HRDC)**

HRDC provides a wide range of programs and services that benefit children, youth, seniors, workers, persons with disabilities, employers, unions and communities.

HRDC works with Canada's provincial governments, the Canadian private sector and non-government organizations (NGOs) to make its experience and expertise in human resources development available to other countries. The International Business Development Division of HRDC's International Affairs Branch was created to help Canada respond to international demands for technical assistance.

These activities include:

- developing and managing a capacity to respond to requests for HRDC expertise abroad, and promoting (where appropriate) the products and services of the non-government sector;
- working with other federal departments to focus on the promotion of the HRD sector abroad;
- supporting the private sector in providing international business to governments;
- undertaking international business development initiatives throughout the world, with technical assistance projects currently in negotiation or execution;
- participating in Team Canada Inc activities, and in an ongoing government-wide DFAIT-led initiative to market public sector expertise.

**Market Access:** Through its International Affairs Branch, HRDC acts as a broker to assist Canadian companies in generating more business in international markets. This supports the delivery of social infrastructure projects that include HRDC products and services. The department provides knowledge and expertise to Canadian firms which need consulting services on projects that are unique to government and exportable to global markets.

**International Market Development:** The changing political structures in the world, together with the growing prosperity of some countries, require the development of modern social security and employment systems and programs. HRDC has initiated a strategic and pro-active approach to internationally marketing its expertise and knowledge. The Department is opening up opportunities for Canadian businesses in need of international consulting services, for the delivery of public sector management projects, and allows them to become export-ready in the provision of social infrastructure systems.

### **National Farm Products Council (NFPC)**

Created in 1972, the National Farm Products Council (NFPC) is a federal body which oversees national supply management agencies in agriculture. Four such agencies presently control the supply of chicken, turkey, eggs, and broiler hatching eggs in Canada, and promote their marketing. The Council's role is to ensure that the supply management system balances the interests of both producers and consumers.

One of NFPC's major goals is to work with stakeholders in the poultry and egg industries to improve competitiveness, enhance profitability and expand markets. Exports of poultry and egg products have grown from virtually nothing a few years ago, to \$176 million in 1997. The council is helping the sector increase these exports even further by:

- facilitating development of an export markets strategy;
- identifying opportunities for generic product promotion based on Canada's sound reputation for safety and quality;
- improving the level of export readiness;
- working with government and industry partners to develop trade rules that ensure fair access to export markets.

### **National Research Council Canada (NRC)**

As Canada's foremost research and development (R&D) organization, NRC works in partnership with industry, universities and other government departments to play a leading national role in the promotion of technological and industrial innovation, competitiveness and economic growth. This leadership is recognized with a mandate to assist and promote science, and to undertake industrial research in fields of importance to Canada.