

offices, but also in provincial research organisations, research institute and consulting engineering companies.

This wide distribution of Advisors is deliberate and highly beneficial. It ensures that the Council is always in touch with a broad range of both formal and informal knowledge networks.

Part of the work of the Advisors is to pay regular visits to manufacturing companies to see if they need help with any technical problems. If they do, the companies are invited to submit, through the NRC, a Request for Technology.

This Request sets the NRC's wheels in motion – both nationally and internationally – to discover if, and where, the needed technology can be found.

One of the main ways that this search is carried out is through NRC participation in technology showcases, such as the Barclays Bank Techmart, which is held in the UK each year.

Requests for Technology are presented in an abbreviated form on posters at the NRC booth at such events. They are also published in book form and distributed at technology showcases. NRC advisors are on hand to provide the details of the technology that is requested, so that industrialists attending

these shows can have their enquiries answered without delay.

The NRC is also taking the initiative in stimulating transfers of technology through the technical missions it organises jointly with the Trade Development Division of the Canadian Department of External Affairs.

A target technical area and an appropriate country for the mission is selected through discussions among the NRC, the Department of External Affairs and appropriate federal, provincial and industrial organisations. A mission team is built up, and this team visits target industries in the selected country. After the mission returns, its members follow up to facilitate resultant technological transfers.

It is by means such as these that Canada is approaching the task of acquiring new technology from abroad. The NRC in particular, through its Industry Development Office, is now playing an important role in international technological networking. UK companies interested in finding out more about Canada's technology requirements should contact Donald Crosby at the Canadian High Commission in London (see inside front cover for address and telephone number). ♦

Canada displays its wares to UK travel buyers

Canada has always been a popular destination for travellers from the UK, many of whom go there to visit friends and relatives and to see some of the country at the same time. But now, Canadian tourism suppliers are working together to develop another part of the tourism market from the UK – the growing corporate and association meetings and incentive travel sector.

More than 300 of the major corporate and association meeting and incentive travel planners in the UK will soon be invited to a sample of the brightest and best travel opportunities that Canada has to offer.

On February 25th in London, Tourism Canada, Canadian provincial tourism bodies and private sector travel suppliers will co-host this year's Contact Canada marketplace.

A glimpse of western life can be a unique part of the Canadian incentive travel experience.



As its name suggests, this event is designed to put prospective buyers of Canada's travel products and services in touch with the sellers of Canada's ever-growing tourism industry.

This year, visitors to the marketplace will be presented with information on three of Canada's many faces. These are:

- the new world of sophisticated Canadian cities, convention centres and state-of-the-art accommodations;
- the old world of Canada's ethnic heritage; and
- the "wild" world of the Canadian great outdoors.

Prospective buyers will be given ideas on how they can use these different aspects of the Canadian travel experience to create successful and memorable trips to Canada for their groups.

They could, for example, stage their own mini-Calgary stampede; plan a fishing derby with an outdoor salmon barbecue or lobster fest; or have their own lumberjack festival.

Some planners have chartered a steam train to take their groups to a gourmet picnic set by a waterfall; while others have taken advantage of the wide variety of ethnic restaurants that add spice to so many Canadian cities. They have planned a moveable feast – a dinner that features different ethnic specialties and is eaten course by course at different ethnic restaurants.

These are the sorts of novel ideas that group travel planners will be able to discuss at Contact Canada. As well, they will be able to get all the essential facts they need about the direct flights from the UK, ease of entry into Canada, and the ready availability of first-class accommodations that are of vital importance to the success of incentive trips and meetings. ♦