

### **Centres of international business studies**

Minister of State for International Trade Gerald Regan has announced the award of fellowships to graduate students of international business, including eight at the University of British Columbia (UBC), eight at the University of Western Ontario, five at *l'École des Hautes Études Commerciales (HEC)* and eight at Dalhousie University. In addition, funding for course development and research in international business have been provided to Western, HEC, Dalhousie, the University of Manitoba and UBC.

### **Export Trade Development Board**

This Board was established in 1981 to advise on issues related to the formulation and implementation of export trade policies and programs. Its primary concern is to improve export performance. The Board has considered and advised the government on a variety of issues, including taxation of Canadians working abroad, a national trading corporation, Canagrex, export financing and an export awards program, countertrade, the relationship between trade and aid, productivity, and export awareness and education.

### **Federal-provincial co-operation**

A high level of federal-provincial harmony and co-operation exists in the area of export market development. Federal-provincial cooperation has been enhanced by efforts of both levels of government. Where provinces have established export marketing programs in response to provincial needs, these changes avoid duplication of services provided by the Department and ensure maximum export assistance at minimal cost. All provinces give valuable assistance to departmental programs by spreading awareness of their benefits.

### **ITC/DREE regional offices**

Trade development divisions in the regional offices of the Department of Industry, Trade and Commerce/Regional Economic Expansion deliver Department of External Affairs trade development services and programs to the regions. Their role is to encourage and assist Canadian companies at the regional level. They pursue opportunities to expand Canada's exports as a contribution to job creation, regional economic development and a positive balance of payments. These regional offices analyze and plan export trade, deliver funded programs such as PEMD, analyze export capability, build up a knowledge of export markets and organize seminars.

### **Tourism program abroad**

External Affairs is responsible for the delivery of the Tourism Program through personnel at posts abroad. The tourism sector in Canada contributes significantly to the economy of the country. In 1982, tourism expenditure in Canada totalled over \$17.6 billion. This expenditure represented slightly over five per cent of Canada's gross national product, provided direct and indirect employment for over one million Canadians, provided \$8.0 billion in government revenue and induced over \$2.5 billion in investment. Of the total \$17.6 billion, \$3.8 billion or 22% represented earnings from foreign visitors. It is this portion of the program that External Affairs is responsible for delivering.

### **Defence programs and special marketing**

The Defence Production Branch is a highly specialized industrial and trade group which works to develop Canadian defence products for export to our allies and other friendly nations. In January 1983 it was assigned the additional responsibility of export marketing for certain "special products," initially the Telidon and CANDU systems.

The objectives of the branch are to identify and follow up export opportunities for defence products and products such as heavy vehicles, which have defence potential; establish and manage Canadian participation in bilateral and multilateral co-operative defence research, development and production agreements; assist Canadian industry in contacts and negotiations with foreign government agencies, and manage the Canada-United States Defence Development and Defence Production Sharing Agreement.

In 1982-83, exports of defence and related products increased slightly from the previous year to about \$1.45 billion. Sales to European NATO and other friendly non-NATO countries increased, with market development in Australia, Sweden and Egypt. Expanding opportunities in the United States led to numerous meetings with U.S. officials and military personnel, with seminars, missions and trade fairs in both countries.

At the branch's 21st annual High Technology Industries Export Conference in Ottawa, 65 trade commissioners from around the world held interviews with more than 5,000 Canadian businessmen. Marketing missions travelled to Japan, the United States and Brazil, all of which are large potential markets.