

Department of Regional Industrial Expansion

Industry Sector Branches

Role: The industry sector branches counsel, encourage and assist industry in the manufacturing, processing, tourism and selected service sectors to pursue international export marketing opportunities.

Responsibilities: Industry Counseling and Intelligence: The industry sector branches of the Department of Regional Industrial Expansion (DRIE) act as the principal contact for industry issues. Regional offices are the first point of contact for inquiries from individual firms. For large corporations, with divisions in more than one part of Canada, the sector branches may be the principal contact.

As the prime source of industry intelligence, sector branches counsel exporters on industrial supply and demand and other relevant industry matters. They also participate in meetings, seminars and discussions with industry to promote exporting or to develop a marketing strategy. In addition, they attend industry association annual meetings to provide a government perspective on product/sector developments in relation to export markets.

Product/Service Sourcing: The DRIE industry sector branches maintain intelligence on Canadian industry, including consultants and trading houses. They gather information on products and services, areas of interest, capabilities and, in the case of multinational organizations, the Canadian operation's mandate on exports.

Sector branches are a point of contact for incoming nationwide sourcing enquiries. They in turn notify industry of identified opportunities and also trace potential Canadian sources through contact with

regional offices, trade associations or domestic users. At the same time, they encourage exporters of goods and services to register with the department's Business Opportunities Sourcing System (BOSS).

Industrial Co-operation: The DRIE sector branches assist Canadian firms interested in participating with foreign companies in various activities. Included in these activities are technology exchanges or cross licensing; reciprocal marketing arrangements; joint ventures; joint research and development projects; and licensing of technology (see also CIDA Industrial Co-operation Program, page 18).

Defence Industry Productivity Program (DIPP): Sector branches process and appraise applications for DIPP assistance. DIPP offers financial assistance to Canadian companies involved in the development and production of defence or defence-related products for export. Aid is available for: market research studies; research and development of products for export purposes; acquisition of modern tools and equipment to meet exacting military standards; and pre-production expenses in establishing manufacturing sources in Canada for defence or defence-related export markets.