

(e) INDUSTRY, SCIENCE & TECHNOLOGY CANADA (ISTC)

In Ottawa, ISTC industry marketing branches counsel and assist industry in the manufacturing, processing, tourism and selected service sectors in pursuing international export marketing opportunities. For example, ISTC marketing branches process and appraise applications for Defence Industry Productivity Program (DIPP) assistance. DIPP offers financial assistance to Canadian companies involved in the development and production of defence or defence-related products for export. Assistance 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 production expenses in establishing manufacturing sources in Canada for defence or defence-related export markets.

Located in all provinces, the Yukon and Northwest Territories, the provincial offices of the Department of ISTC serve as the regional delivery agents for the government's international trade initiatives. The offices maintain an effective sourcing system for company products in their region, monitor export market opportunities and provide export counselling services to individual companies. These offices include the International Trade Centres (ITCs) described further on page 13. The ITCs deliver a portion of EAITC's Program for Export Market Development (PEMD), and other programs, and facilitate contacts between local firms and their target markets abroad through the Canadian missions in those markets.

For further information contact:

Business Service Centre
Industry Science & Technology Canada
Telephone: (613) 995-5771