

### *The Post-War Years: Today's 'Good Old Days'*

TCS and related programs adapted to the development of Canadian industry, the emergence of the USA as our major trade and investment partner and the rapid growth in world trade and investment that occurred under the GATT. While the fundamental role of TCS did not change — selling Canada to the world — programs and services became more varied and sophisticated.

More posts were opened, including in the all important US market. Trade commissioners spent most of their careers outside Canada, coming back mainly for cross-Canada industry familiarization tours and visits.

The Department of Industry, created in 1963, was folded into Trade and Commerce in 1969, to form the Department of Industry, Trade and Commerce (ITC). Although strains existed between the geographic and sectoral components within the various permutations and combinations of the portfolio, domestic and international support programs and services were largely complementary and mutually-reinforcing. Detailed sector expertise was available to assist trade commissioners in the field to 'source' Canadian suppliers. The backward and forward linkages of trade and the domestic economy were well understood in the industry sector branches. Canadian exporters had fewer contact points in Ottawa. The comparatively small number of exporters, centralized recruiting for trade fairs and missions, and frequent cross-Canada tours fostered strong ties between trade commissioners and company representatives.

#### **Trade Development Activities**

- Ministerial missions
- Trade fairs/missions
- Market intelligence
  - decision-makers
  - distribution networks
- Market access issues

In contrast to the steamship subsidies of the early years, more targeted support programs were developed. To support market development costs, on a risk-sharing and repayment basis, the Program for Export Market Development (PEMD) was established in 1971. To encourage technology transfer to and long-term investment in developing countries, CIDA introduced the Industrial Cooperation Program in 1977. To equip exporters with competitive trade finance instruments, the Export Development Corporation was created in 1969.

Domestic industrial support programs increasingly had an export component. The Defence Industrial Productivity Program (DIPP) assisted Canadian companies meet the research and development requirements of our major export market for defence products.<sup>1</sup> Given the integrated nature of Industry, Trade and Commerce, domestically-based programs were often in effect linked to export development programs and activities. Comparatively generous levels of funding provided companies an incentive to work closely with industry sector specialists.