

Financial Support for Foreign Travel

- Company representatives suggested that DEA should provide financial support to company officers for travel to see individual buyers and for attending Trade Fairs (see comments on PEMD for more details, section 8).

Support From Canadian Posts Abroad

- While financial support to foreign marketing and promotion activities was given top priority by industry representatives interviewed, many suggestions were made about the role of DEA officials abroad.
- There were quite divergent views on the roles that government officials and agencies in general, and External Affairs in particular, should play in the foreign marketing of Canadian film and video products. An example of the diversity of opinion is that concerning the role of Telefilm Canada. In some cases, film/video companies are in full support of Telefilm's intentions and activities whereas others express the view that Telefilm is interfering in functions which should rest with the industry itself.
- However, virtually all representatives interviewed expressed the opinion that government support in-kind should be facilitative only, i.e., supportive of industry activities and decisions.
- On the subject of providing market-related information, there were basically two views. Neither of these tended to be clustered towards any particular sector of the industry. These views were as follows:
 - some individuals suggested that DEA officials at the posts could provide useful market information such as that on duties, tariffs, foreign content regulations, true withholding