

INDUSTRY CANADA

OPERATIONAL UNIT	ACTIVITIES	STAFF	TRAINING INTERESTS	CURRENT TRAINING AND COMMENTS
TOURISM BRANCH				
MARKETING - ASIA/PACIFIC DIRECTORATE	- Market research, strategy development, and market assessment, to promote tourism in Canada to Asian/Pacific countries	- 1 Director - 6 Professionals	- Cultural development/communication a small possibility	- Felt no need for training; if expertise needed, foreign service officers assist
MARKETING - EUROPE DIRECTORATE	- Market research, strategy development, and market assessment, to promote tourism in Canada to European countries	- 1 Director - 8 Professionals	- Language training (German or Spanish) - General intl. development	- No strong requirements at this time
INDUSTRY AND SCIENCE POLICY SECTOR				
INTERNATIONAL BUSINESS BRANCH - International Operations Division	- Coordinate strategic corporate functions and planning for government's international business - Prepare briefings, arrange ministerial visits, host foreign delegations - Provide advice and expertise on international issues to the other sector branches and geographic bureaus	- 1 Director - 8 Professionals	- Foreign language a possibility - "Refresher/Updater" type programs on various intl. topics - Foreign economic policy	- Division offers some intl.-related training to the Department
- Trade Policy Division	- Policy development - Negotiate/advise with international organizations, trade circles and agreements - Major focus is trade policy issues	- 1 Director - 9 Professionals	- Cultural awareness - Negotiation - Intl. policy	- Division has high level of expertise; courses would have to be advanced - Would like intensive, focused, and short training
- International Investment and Services Policy	- Establish/support Canada's position on intl. investment and/or service issues - Strongly involved with intl. activities - Negotiate bilateral/trilateral agreements	- 1 Director - 4 Professionals	- Foreign economic policy - Intercultural effectiveness	- Currently receive training from Department, but it is often too general or not internationally specialized