

CANADIAN GOVERNMENT TRADE COMMISSIONERS—concluded

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Under an arrangement made by the Minister of Trade and Commerce with the British Foreign Office, Canadian manufacturers, exporters and others interested in trade matters may secure information and advice from British commercial diplomatic officers and British consuls in all countries in which Canada is not represented by her own Commercial Intelligence Service.

Commercial Intelligence Journal.—The “Commercial Intelligence Journal” contains reports of the Trade Commissioners and other pertinent material relating to export trade and is issued weekly by the Department of Trade and Commerce in both English and French editions. The subscription price for either edition is \$1 per annum in Canada and \$3.50 outside of the Dominion, and subscription orders should be addressed to the King’s Printer, Government Printing Bureau, Ottawa.

The Export Planning Division.—This is a wartime development. It was established in August, 1943, with two principal objects in view:—

(1) To ensure that the limited supplies of goods available for export were directed to those countries which were dependent upon Canada and were most in need of goods.

(2) To ensure as far as was consistent with the war effort that Canada’s export markets were kept open by a continuation of token shipments.

It is essential that the United Nations, particularly those which are dependent upon imported supplies for the maintenance of their war effort, shall be assured of their minimum needs of essential goods. This object is being achieved by the planning of exports and the operation of export control.

The importance of the second purpose of the new Division, mainly that of ensuring a continued, if small, flow of merchandise to normal export markets, becomes evident when one realizes the dependence of Canada on export trade in normal times and the difficulties involved in the development of export markets. Most successful exporters have records of long perseverance, considerable expense, and much patience in the development of their export trade. The difficulties involved and the care taken in development of suitable overseas agency contacts, are valuable assets to those whose successful operation in the Canadian domestic market are largely dependent upon a large volume of export trade. It is apparent, therefore, that the retention of the goodwill of the overseas customers is worth some sacrifice to Canadian consumers. For this reason, arrangements were made and carried out to permit at least a limited export to old customers of all except goods in strategic short supply.