

### Subsection 1.—Foreign Trade Service

The prosperity of Canada depends, to a large extent, on the establishment of closer commercial relations with other countries and on the development of her foreign trade. Due, in large measure, to the unprecedented demand for munitions of war and a wide range of other manufactured products, industry in the Dominion during the past few years has passed through a period of rapid expansion. Although foodstuffs and raw materials figure largely among Canada's exports, the value of semi-processed goods available for shipment to foreign markets has increased substantially. As the population of Canada is unable to absorb the present production, every effort is being made to furnish exporters with assistance in securing purchasers abroad for their products. New sources of supply, especially for raw materials and a wide range of commodities required by industry, are also sought.

Six divisions of the Foreign Trade Service and a number of associated agencies are engaged directly in the development of Canada's commercial relations with other countries, assuming responsibility for functions performed over a long term of years by the Commercial Intelligence Service. The Directors of the six divisions constitute an executive committee, of which the Deputy Minister of the Department of Trade and Commerce is chairman. The directors, managing directors and general managers of the associated agencies are also responsible to the Minister of Trade and Commerce. Divisions of the Service and their functions are described as follows:—

**Trade Commissioner Service.**—The Trade Commissioner Service might be defined as the sales department of the Foreign Trade Service. Consisting of a headquarters at Ottawa and 41 offices in 22 foreign and 13 British Empire countries, the organization seeks to place Canada in as many world markets as possible. The work of the Trade Commissioners in the field is co-ordinated at Ottawa by four global areas headed by area chiefs. The area officers are familiar with every aspect of foreign trade in their geographical or political areas and are responsible to the Director of the Division for the presentation of official information on all trade matters in their respective territories.

Trade Commissioners, representing Canada in the 41 offices abroad, bring together exporters and importers of Canada and other countries. They study potential markets for specific Canadian products, report on the exact kind of goods required, competitive conditions, trade regulations, tariffs, shipping and packaging regulations. Enquiries for Canadian goods are passed to Ottawa or directly to interested Canadian firms. For the Canadian importer, Trade Commissioners seek sources of raw materials and other goods wanted in Canada, and give assistance to the foreign exporter who wishes to market his products in Canada.

In countries where Canada maintains a diplomatic mission, as well as a trade office, Trade Commissioners form an integral part of the mission and assume the titles of Commercial Counsellor or Commercial Secretary. In some foreign countries they also act as Consuls or Vice-Consuls, according to their status as Foreign Service Officers. To refresh their knowledge of the Canadian industrial picture as a whole, tours of Canadian industrial centres are arranged from time to time for Trade Commissioners. Contacts with Canadian exporters and importers are made or re-established, and the Trade Commissioners are given an opportunity to pass on information regarding the trade conditions and potentialities of their territories directly to those most concerned.