

Canadian exporters, actual and prospective. In conjunction with the Trade Commissioner Service, they advise exporters as to trade enquiries, potential markets for their products, the selection of agents, and trade regulations and practices. They furnish the initial contact through the Foreign Trade Service at Ottawa with Canadian markets abroad.

The Export Division maintains a confidential Exporters' Directory, which lists Canadian export firms and details of their products. Copies of this Directory are in every Trade Commissioner's office and are used as a means of keeping foreign buyers in touch with Canadian manufacturers offering desired commodities.

It is the general aim of the Department to relax or remove wartime export controls as quickly as possible in order to facilitate export. When the Export Division came into existence in November, 1945, the Export Permit Branch was brought under its jurisdiction. Controls over more and more items are being removed, but there are commodities still in short supply, particularly foodstuffs, textiles and clothing, steel, lumber, etc., the distribution of which still demands close surveillance. While permits are required for these short-supply materials, an effort is being made constantly to ease restrictions and give Canadian shippers as much freedom in choice of markets as possible within the limited quantities available for export. Certain commodities are subject to export quotas, which are prepared by the Commodity Officers in conjunction with the Wartime Prices and Trade Board or the Department of Reconstruction and Supply.

The Export Division services the United Kingdom token shipment scheme, under which limited quantities of manufactured articles, at present regarded by the United Kingdom authorities as non-essential, are licensed for importation.

Import Division.—An Import Division of the Foreign Trade Service was established soon after the end of the War, as it was recognized that a leading exporting nation must also be an importing nation. This accorded with recognition of the primary problem in foreign trade promotion, that exchange be made available to purchase exports, and of the relationship of Canada as a customer to the export sale of Canadian goods.

The Import Division is the link between Canadian importers and the Trade Commissioner Service and corresponds to the Export Division in its particular field. The Division maintains close contact with Canadian importers, and uses facilities of the Trade Commissioner Service to reduce the difficulties experienced by Canadian importers and foreign exporters. It extends to Canadian importers assistance that can be provided in the foreign field by the Trade Commissioner Service.

The Import Division maintains a directory of Canadian importers and foreign exporters, classified according to the field of their activities. This directory assists the Trade Commissioners in their respective territories, serving as a guide. It also maintains a Canadian Trade Services Directory, copies of which are supplied to Trade Commissioners. This contains condensed reference material concerning Canadian requirements on customs, invoicing, packaging, marketing of goods, available freight and forwarding facilities, steamship rates, rail transportation and relative marketing data. The primary purpose of this service is to obtain recognition abroad for Canada as an organized market, and to provide a reference in dealing with requests for assistance received from importers and their foreign connections.

Commodity specialists in the Division assist importers by providing information concerning new sources of supply of foreign raw materials and food products, and reports on the remaining war-engendered obstacles or restrictions in foreign markets.