

for the products Canada is in a position to export. Furthermore, many commodities that are not indigenous to this country have to be imported from abroad, some being required for Canadian industrial processes. Others may be classed as consumer goods, necessary for the maintenance of a high standard of living.

Although many private firms have established connections in other countries that enable them to maintain a steady flow of goods in either direction, others require the assistance of Government agencies in finding markets or sources of supply. Import and export controls, imposed by many countries for a variety of reasons, together with post-war foreign exchange difficulties, present problems that no single firm or even an association of manufacturers, exporters or importers can solve without intervention on the part of government representatives.

Subsection 1.—Foreign Trade Service

The Foreign Trade Service and a number of associated agencies are at the disposal of exporters and importers, engaged directly in the development of Canada's commercial relations with other countries. The Foreign Trade Service consists of six divisions, the directors of which constitute an executive committee, with the Deputy Minister of Trade and Commerce as Chairman. The directors, with the managing directors and general managers of the associated agencies, are also responsible to the Minister of Trade and Commerce.

The six Divisions and their respective functions are described as follows:

Trade Commissioner Service	Import Division
Commercial Relations and Foreign Tariffs Division	Industrial Development Division
Export Division	Trade Publicity Division

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 42 offices in 38 Commonwealth and other 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 42 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. Inquiries 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