

two way trade should be encouraged in order that goods and services may be accepted in partial payment 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 of these are required for Canadian industrial processes and 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 postwar foreign exchange difficulties, present problems that no single firm or even an association of manufacturers, exporters or importers can solve without assistance from government representatives.

The Department of Trade and Commerce and associated agencies are at the disposal of exporters and importers engaged directly in the development of Canada's commercial relations with other countries. Services obtainable from the various branches, divisions and agencies are described below.

Canadian Trade Commissioner Service.—The Canadian Trade Commissioner Service is one of the important instruments in the continuous effort to increase Canadian international trade, to give worldwide distribution to Canadian products and to locate the best sources of supply for imports. Headquarters are at Ottawa, and 53 offices are maintained in 43 countries, staffed with trained Canadian trade officials and commodity specialists. The work of the Trade Commissioners in the field is co-ordinated in Ottawa by four Area Trade Officers. These Officers are familiar with every aspect of foreign trade in their geographical or political areas and are responsible to the Director of the Service for the collection, preparation and presentation of information on all trade matters in their respective territories.

Trade Commissioners bring together exporters and importers of Canada and other countries. They study potential markets for specific Canadian products and report on the exact kind of goods in demand, prices, competitive conditions, trade and exchange regulations, tariffs, shipping and packaging requirements, labelling, etc. Inquiries for Canadian goods are forwarded to the Department at Ottawa or directly to interested Canadian firms. For Canadian importers, Trade Commissioners seek sources of supply of a wide variety of goods. The preparation of economic and other reports for departmental use is an important activity for the Trade Commissioner. Assistance is given to Canadian exhibitors at overseas trade fairs and constant liaison is maintained with the trade departments of foreign governments.

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 title of Commercial Counsellor or Commercial Secretary. In some foreign countries they act as Consuls General, Consuls or Vice-Consuls, according to their status as Foreign Service Officers.

In order to provide Canadian manufacturers, exporters and importers with up-to-date information concerning their territories more effectively than is possible by correspondence, tours of Canadian industrial centres are arranged from time to time for Trade Commissioners. Such direct contacts enable specific problems to be discussed and at the same time serve to bring into focus for the Trade Commissioner the Canadian industrial picture as a whole. He thus returns to his post with a knowledge of current Canadian conditions and in a better position to assist in the development and extension of Canadian trade opportunities.