

CANADIAN FOREIGN TRADE OFFICES ABROAD—concluded

URUGUAY.—Commercial Secretary, Canadian Embassy, Calle Colonia 1013,7° Piso, Montevideo. Territory includes Paraguay.

VENEZUELA.—Commercial Counsellor, Canadian Embassy, Edificio Pan American, Puente Urapal, Caracas. Territory includes Netherlands Antilles.

AGRICULTURAL REPRESENTATIVES

ARGENTINA.—Agricultural Secretary, Canadian Embassy, Bartolomé Mitre 478, Buenos Aires. Territory includes Paraguay and Uruguay.

AUSTRALIA.—Agricultural Secretary for Canada, 83 William Street, Melbourne.

NETHERLANDS.—Agricultural Secretary, Canadian Embassy, Sophialaan 1-A, The Hague. Territory includes Belgium and Luxembourg.

UNITED KINGDOM.—Commercial Secretary (Agricultural), Office of the High Commissioner for Canada, Canada House, Trafalgar Square, London, S.W.1.

UNITED STATES.—Agricultural Counsellor, Canadian Embassy, 1746 Massachusetts Avenue, N.W., Washington, D.C.

VENEZUELA.—Agricultural Secretary, Canadian Embassy, Edificio Pan American, Puente Urapal, Caracas. Territory includes Colombia.

FISHERIES REPRESENTATIVE

ITALY.—Commercial Secretary (Fisheries), Canadian Embassy, Via Saverio Mercadante 15, Rome.

TIMBER REPRESENTATIVE

UNITED KINGDOM.—Commercial Secretary (Timber), Office of the High Commissioner for Canada, Canada House, Trafalgar Square, London, S.W.1.

Commodities Branch.—The Commodities Branch is responsible for maintaining the liaison with industry and with export and import trades essential to the foreign trade promotion work of the Department. The Branch assembles trade information and data on products for use by Trade Commissioners in posts abroad, and officers of the Branch maintain contact with industry through personal visits and by exchange of correspondence with this purpose in view. Officers of the Branch follow conditions in foreign markets and supply this information for the benefit of Canadian traders.

The Branch contains commodity specialists organized in three Divisions: the Machinery and Metals Division, the Forest Products and Chemicals Division, and the Consumer Goods Division. Within these Divisions individual commodity specialists are concerned with such particular groups of products as machine tools and plant equipment, non-ferrous metals, steel, chemicals, lumber, leather and rubber, as well as a very wide range of consumer products. It is the function of the commodity specialist to call the attention of Trade Commissioners to changes in supply conditions and to products available for export, and to relay market news received from Trade Commissioners to Canadian manufacturers and exporters.

To a large extent the trade promotion work of the Branch begins at the point of finding Canadian products on which to concentrate promotional efforts. When such products are discovered, detailed reports on the products are sent to Trade Commissioners throughout the world to encourage market research and promotion. Close attention is paid to developing opportunities for promoting sales abroad of Canadian products and exporters are informed about regulations governing foreign trade.

Agriculture and Fisheries Branch.—The main functions of this Branch include: (1) trade promotion relating to agricultural and fisheries products; (2) the programming, receiving and distributing of information on foreign agriculture and fisheries; and (3) acting as a focal point for liaison on agricultural and fisheries trade matters with the Department of Agriculture, the Department of Fisheries, the Canadian Wheat Board, and other government departments and boards.