

Industrial Development Branch.—This Branch co-ordinates the assistance offered by the Federal Government in the establishment of new industries in Canada. Acting in this capacity, information is provided on a multiplicity of matters pertaining to industry establishments. The Branch assists also in solving the variety of problems encountered by Canadian and foreign business men. It also aids those established firms that wish to expand into new lines of production. Inquiries from foreign firms and individuals regarding the manufacture of products in Canada under licence or royalty are screened and brought to the attention of Canadian manufacturers interested in producing additional items.

The Branch acts in an advisory capacity to the Immigration Branch of the Department of Citizenship and Immigration regarding the admission of individuals, other than those from Commonwealth countries, who wish to establish new industries in Canada. It also works in close co-operation with a widespread network of organizations throughout Canada, including industrial development departments of the provinces, municipalities, railways, banks, power companies, chambers of commerce, boards of trade, and the Canadian Manufacturers' Association.

International Trade Relations Branch.—The International Trade Relations Branch deals with a wide variety of current trade issues including analysis of developments in international commercial relations, assistance in maintaining and further improving the access for Canadian goods in foreign markets. The Branch endeavours to find practical solutions for tariffs and other difficulties encountered by Canadian exporters. It has under constant review Canada's trading relations with other countries, and participates in conferences and negotiations under the General Agreement on Tariffs and Trade. In addition, the Branch is concerned with work being done in the trade field by other international organizations.

The Branch has a major responsibility for the administration of Canada's existing trade agreements and is responsible for the preparation of material for trade and tariff negotiations with other countries. Information is maintained on foreign tariffs, customs legislation, taxes affecting trade, import licencing, exchange regulations, documentation, sanitary regulations, marking and labelling requirements, and measures pertaining to quotas, embargoes, and other import restrictions. This information is made available to exporters, government officials, and others interested in these regulations, as they affect Canadian export trade. The assistance of the Branch is available to exporters in dealing with difficulties resulting from the trade policies or regulations of other countries.

Trade Publicity Branch.—The principal function of the Trade Publicity Branch is to promote trade between Canada and other countries in the publicity field. It furnishes the commercial community of Canada with information concerning the assistance that exporters and importers may obtain from the Department of Trade and Commerce. The Branch is responsible also for stimulating a better appreciation by the general public of the importance of trade to the welfare of Canada. The attention of exporters and potential exporters is directed to opportunities for the disposal of their products in markets abroad, and of importers to sources of supply for raw materials and consumer goods unobtainable in Canada.

Its principal information medium is *Foreign Trade*, fortnightly publication of the Foreign Trade Service, in which are reproduced reports of Canadian trade commissioners on conditions in their respective territories, articles by Head Office personnel, commodity notes, foreign exchange rates, the itineraries of trade commissioners on tour in Canada, and trade and tariff regulations. A list of trade offices throughout the world is published once a month, and a directory of Head Office at periodic intervals.

Press releases are prepared and distributed to newspapers at home, and material of a similar character is dispatched to Canadian trade commissioners for distribution to newspapers abroad. Pamphlets and brochures are prepared to supplement other information on foreign markets, sources of supply, documentation, regulations and trade