

restrictions. Assistance is rendered to correspondents of newspapers and periodicals at home and abroad in the preparation of articles pertaining to various phases of Canada's foreign trade. The promotional work of this Branch is supported by moderate advertising at home and abroad through the daily press, periodicals and trade papers, and by films and radio.

Trade promotion, through the medium of trade fairs in other lands, is the responsibility of a Division in this Branch, which maintains close liaison with other branches of the Department and agencies of government, and prepares information for consideration by the Committee on Trade Fairs Abroad.

Trade Commissioner Service.—The Trade Commissioner Service is an important instrument in the continuous effort to increase Canadian international trade, to promote world-wide distribution of Canadian products and to locate the best sources of supply for imports. Headquarters are at Ottawa, and 63 offices are maintained in 48 countries, staffed with trained Canadian trade officials and commodity specialists.

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 kinds 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. 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 and a trade office, trade commissioners form an integral part of the mission and assume the title of Minister (Commercial), Commercial Counsellor or Commercial Secretary depending upon their rank as Foreign Service Officers. In some foreign countries they act as Consuls General, Consuls or Vice-Consuls according to their status.

In order to provide Canadian manufacturers, exporters and importers with up-to-date information concerning overseas territories more effectively than is possible by correspondence, trade commissioners make tours of Canadian industrial and commercial centres after each period of duty abroad. 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 business picture as a whole.

CANADIAN FOREIGN TRADE OFFICES ABROAD, AS AT JULY 1, 1960

ARGENTINA.—Commercial Counsellor, Canadian Embassy, Bartolome Mitre 478, Buenos Aires.

AUSTRALIA.—

Canberra: Commercial Secretary, Canadian Embassy, State Circle, Canberra.

Melbourne: Commercial Counsellor, 83 William Street, Melbourne.

Sydney: Commercial Counsellor, 7th Floor, Berger House, 82 Elizabeth Street, Sydney, N.S.W.

AUSTRIA.—Commercial Counsellor, Opernringhof, Opernring 1, Vienna 1. Territory includes Bulgaria, Czechoslovakia, Hungary, Romania and Yugoslavia.

BELGIAN CONGO.—Canadian Government Trade Commissioner, Forescom Bldg., Leopoldville 1. Territory includes Angola, Central African Republic, Chad, Congo, Gabon.

BELGIUM.—Commercial Counsellor, Canadian Embassy, 35 rue de la Science, Brussels. Territory includes Luxembourg.

BRAZIL.—

Rio de Janeiro: Commercial Secretary, Canadian Embassy, Edificio Metropole, Av. Presidente Wilson 165, Rio de Janeiro.

São Paulo: Consul and Trade Commissioner, Canadian Consulate, Edificio Alois, Rua 7 de Abril 252, São Paulo.