

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 licensing, 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 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 the overseas arm of the Department and is actively engaged in the promotion of Canadian trade and the protection of Canada's commercial interests; 63 offices are maintained in 49 countries.

The prime function of the trade commissioners is to stimulate Canada's export trade. In so doing, every effort is made to bring Canadian exporters and prospective buyers together. On their own initiative, and in response to requests from the Department and Canadian businessmen, they study potential markets for specific Canadian commodities and services. Reports are provided on the demand in the country concerned, prices, competition, trade and exchange regulations, tariffs, shipping and packaging requirements, credit terms, channels of distribution, labelling regulations, etc. Inquiries from local businessmen for goods obtainable from Canada are forwarded to the Department in Ottawa, or directly to Canadian firms in a position to supply the products required.

The supervision of Canadian exhibits at overseas trade fairs and the provision of assistance to participating Canadian firms is an important function of many offices. Trade