

distribution of recoveries obtained after payment of a loss; these recoveries are shared by the Corporation and the exporter in the proportions of 85 p.c. and 15 p.c., respectively.

Under the Export Credits Insurance Act, Sect. 21, the Corporation may be authorized by the Government to enter into certain contracts of insurance, where the Board of Directors of the Corporation is of opinion that a proposed contract of insurance would impose upon the Corporation a liability for a term or in an amount in excess of that which the Corporation would normally undertake, and in the opinion of the Minister of Trade and Commerce it is in the national interest that the proposed contract be entered into. Under Sect. 21A of the Act, the Corporation may be authorized by the Government to provide financing in respect of an export transaction. Such financing is available only in cases where extended credit terms in excess of five years are involved.

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 and 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 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 by 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, trade publications, trade associations, chambers of commerce and individuals to whom this information may be of assistance 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.