

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; 65 offices are maintained in 47 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 commissioners make local arrangements for and travel with Canadian trade missions visiting overseas markets. They also seek sources of supply for a wide variety of goods on behalf of Canadian importers.

In developing trade opportunities, Canada's trade commissioners travel extensively in their territories, visit leading industrial and commercial centres, and call on government officials, businessmen, trade associations and municipal authorities in an effort to arouse interest in Canadian products. They establish social contacts with commercial interests, thereby developing goodwill for Canada and Canadian products, while creating connections for Canadian exporters and facilitating the collection of trade information. They return to Canada at periodic intervals and make tours of Canadian industrial and commercial centres. Such direct contacts enable them to discuss specific problems with businessmen and bring into focus the Canadian commercial scene. Trade commissioners report to the Department and advise Canadian firms on economic conditions and trade opportunities in their respective territories. Many reports are published in *Foreign Trade*, and provide Canadian businessmen with a wealth of commercial intelligence.

In countries where Canada has a diplomatic mission, the Canadian trade office is the commercial division and the trade commissioner has the rank of Minister (Commercial), Minister-Counsellor (Economic), Commercial Counsellor or Commercial Secretary. When attached to a consulate, he carries the title of Deputy Consul General (Commercial), Consul (Commercial), or Vice-Consul (Commercial), according to his rank, in addition to that of Trade Commissioner. He may also be the Consul General, in charge of the office. Where trade offices are detached, and do not form part of a diplomatic mission, the trade commissioner may also be required to undertake consular, immigration and other duties as the sole representative of Canada.

CANADIAN FOREIGN TRADE OFFICES ABROAD, AS AT MAR. 1, 1962

ARGENTINA.—Commercial Secretary, Canadian Embassy, Bartolome Mitre 478, Buenos Aires. Territory includes Paraguay.

AUSTRALIA.—

Sydney: Commercial Counsellor for Canada, 21st Floor A.M.P. Bldg., Sydney Cove, N.S.W.
Mail: P.O. Box 3952 G.P.O.

Melbourne: Commercial Counsellor for Canada, Mobile Centre, 2 City Road, South Melbourne.
Canberra: Commercial Counsellor, Office of the High Commissioner for Canada, State Circle, Canberra.

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