

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.

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 SEPT. 21, 1963

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

AUSTRALIA.—

Sydney: Commercial Counsellor for Canada, 21st Floor A.M.P. Bldg., Circular Quay, Sydney. 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, Commonwealth Ave., Canberra.

AUSTRIA.—Commercial Counsellor for Canada, Opernringhof, Opernring 1, Vienna 1. Mail: P.O. Box 106, Vienna 1/15. Territory includes Albania, Bulgaria, Czechoslovakia, Hungary, Romania and Yugoslavia.

BELGIUM.—Commercial Counsellor, Canadian Embassy, 35 rue de la Science, Brussels 4. Territory includes Luxembourg, European Economic Community, European Atomic Energy Community and European Coal and Steel Community.

BRAZIL.—

Rio de Janeiro: Commercial Counsellor, Canadian Embassy, Edificio Metropole, Av. Presidente Wilson 165, Rio de Janeiro. Mail: Caixa Postal 2164-ZC-00.

São Paulo: Consul and Trade Commissioner, Canadian Consulate, Edificio Alois, Rua 7 de Abril 252, São Paulo. Mail: Caixa Postal 6034.

BRITAIN.—

London: Minister (Commercial), Office of the High Commissioner for Canada, One Grosvenor Square, London W.1.

Liverpool: Canadian Government Trade Commissioner, Martins Bank Bldg., Water Street, Liverpool.

Glasgow: Canadian Government Trade Commissioner, Cornhill House, 144 West George St., Glasgow C.2, Scotland.

Belfast: Canadian Government Trade Commissioner, 15-17 Chichester St., Belfast 1, Northern Ireland.

CAMEROON.—Commercial Division, Canadian Embassy, Soppo Priso Bldg., rue Joseph Clerc, Yaounde. Mail: P.O. Box 572. Territory includes Central African Republic, Chad, Congo (Brazzaville) and Gabon.