

of Canadian trade relations with other countries, including the negotiation and administration of trade agreements and Canadian participation in international trade conferences such as those of the General Agreement on Tariffs and Trade. The Branch endeavours to find practical solutions for tariffs and other difficulties encountered in foreign markets by Canadian exporters and as a service to exporters provides expert information, advice and assistance on foreign tariffs, import and exchange controls, documentation requirements and other foreign governmental regulations affecting Canada's trade. The Branch also has responsibilities in relation to the export financing facilities available for the development of exports of Canadian capital equipment. Through the Area Divisions—Commonwealth, United States, European, Latin American and Asia and Middle East—the Branch is the central point of contact between Canada's Trade Commissioners abroad and the Department in Ottawa.

Trade Services Branch.—The functions of this Branch relate to transportation problems, export and import controls, trade directories, the administration of the Regional Offices and the provision of general guidance to firms seeking entry into the export field. These activities are conducted by three Divisions: the Transportation Division is concerned primarily with industrial transportation from the user's point of view, keeping in touch with developments and trends in shipping services and in freight rates; the Trade Controls Division administers the controls established under the Export and Import Permits Act; and the Allied Services Division administers the Department's Regional Offices and compiles the *Exporter's Directory*, a confidential list of firms engaged in or seriously interested in exporting commodities or services.

Commodities Branch.—The principal role of the Commodities Branch is to maintain close contact with the Canadian business community and become familiar with production and supply conditions. Emphasis is placed on the search for products and services, the sale of which can be promoted abroad. The Branch is organized into six divisions—Appliances and Commercial Machinery, Textiles and Consumer Goods, Forest Products, Chemicals, Metals and Minerals, and Engineering and Equipment. The divisions are staffed by Commodity Officers who are specialists in such fields as engineering services and plant equipment, electrical and electronic equipment, transportation and agricultural equipment, ferrous and non-ferrous metals, lumber, pulp and paper, chemicals and petroleum products, rubber and plastic, as well as a wide range of commercial and consumer products. These officers visit manufacturing plants and production facilities, attend and address meetings of business associations and study groups, prepare product reports and market surveys, provide information on trade opportunities, and advise on the export potential of products in markets abroad. In co-operation with the Canadian Government Exhibition Commission, they arrange for the display of Canadian products at trade fairs for the purpose of introducing them into new markets. They organize and accompany trade missions and also serve as delegates to international commodity conferences to study world market conditions and to consider corrective adjustments in conjunction with industry advisers.

Agriculture and Fisheries Branch.—This Branch, concerned primarily with the export of agricultural, fisheries and food products to world markets, operates through four specialized divisions—Grain, Fisheries, Livestock and Animal Products, and Plant Products. It works closely with other branches of the Department, particularly the Trade Commissioners Service and maintains liaison with food processors, agricultural producers, trade associations, provincial marketing boards and with other government departments, both federal and provincial. The Branch is particularly active in those trade fairs sponsored by the Department which exhibit agricultural, food and fisheries products.