

Branch officers organize trade missions for the agricultural and fisheries processing industries and arrange for visits of foreign buyers to Canada, thus providing effective stimulation to the export of such products. As a service to these industries, surveys of foreign markets are undertaken as well as special studies relating to trade. A continuing assessment of foreign market conditions with their competitive factors is obtained from Canadian Trade Commissioners abroad, and the Branch keeps the industries fully informed of market potentials or of circumstances that appear to be detrimental to trade. In turn, the Trade Commissioners are kept informed of export possibilities of Canadian products and their competitive position.

Branch functions include participation in activities relating to international commodity agreements. The Director serves as departmental representative on the Interdepartmental FAO Committee, and the Branch provides the secretariat for the Canadian Fur Council and the Interdepartmental Fisheries Trade Committee. During 1963, delegates were provided for the International Coffee Conference, meetings of the International Sugar Council, the FAO Cocoa Study Group, and various commodity meetings under FAO and GATT. Branch officials also serve on many interdepartmental commodity committees.

Trade Publicity Branch.—The Trade Publicity Branch is responsible for the advertising, publicity and public information activities of the Department. Its function is to promote an awareness of, and interest in, Canadian products in foreign markets and to publicize the activities of all Branches, so as to further the Department's objectives both in Canada and abroad. All communications media are employed to these ends, with particular emphasis on the graphic arts. The Branch has three main divisions.

The Editorial and Art Services Division is responsible for the writing, art work, design and production of all advertising and printed matter for the Department. While its interests range over all aspects of the Department's work, its primary objective is to publicize Canadian products in foreign markets. This involves the production of booklets, catalogues, folders, posters and other material prepared for distribution at trade fairs abroad or at points being visited by Canadian trade missions. Advertising campaigns, using all appropriate media, are prepared to attract attention to Canadian exhibits at trade fairs or to acquaint foreign audiences with the services and assistance available to them from the Trade Commissioner Service at posts abroad. The Division produces *Canada Courier*, a publication on Canadian exports and exporters, which is distributed to businessmen abroad at periodic intervals.

A second Division edits and publishes *Foreign Trade*, a fortnightly magazine, and *Commerce extérieur*, a monthly, which are distributed to Canadian subscribers and are designed to inform and assist them in developing export markets. Each issue contains information on foreign exchange rates, trade and tariff regulations, marketing information and other valuable trade data. Articles by Trade Commissioners abroad discuss marketing needs and requirements in the areas they serve.

The Media Relations Division prepares and distributes press releases, articles, photographs, speeches and background information to newspapers, radio and television stations, magazines and trade publications throughout Canada. It provides publicity material for distribution by Trade Commissioners abroad and distributes motion picture films and TV film clips to promote interest in Canada as a supplier of a wide range of commodities.

Export Credits Insurance Corporation.—The Export Credits Insurance Corporation was established under the provisions of the Export Credits Insurance Act, 1944 (RSC 1952, c. 105 as amended) and is administered by a Board of Directors that includes the Deputy Minister of Trade and Commerce and the Deputy Minister of Finance. It operates in two fields—export credits insurance and export financing.