

Trade Fairs and Missions Branch.—It is the function of this Branch, through its Trade Fairs Abroad Division and its Trade Missions Division, to organize and co-ordinate the trade fairs and missions programs sponsored by the Department. Liaison within the Department and program development are conducted through advisory committees—one on trade fairs abroad and another on trade missions. Each committee is convened and chaired by the Director of the Branch and includes representatives of all trade promotion Branches of the Department.

The 1964 program of the Trade Fairs Abroad Division included exhibits at 45 trade fairs held in the United States, Britain and six other European countries, Israel and Japan. At most of these exhibitions, selected Canadian companies displayed their products in individual booths within a Canadian exhibit. However, eight of the exhibits were trade information booths manned primarily by departmental personnel. The 20 trade missions organized in 1964 by the Trade Missions Division included ten teams of Canadian business men sent abroad to study special markets in Europe, the United States, the Caribbean, Australasia and Africa and ten groups of business visitors brought to Canada from France, Italy, Uruguay, India, Japan, Britain, Chile, Iran and Venezuela. Both Divisions work in close co-operation with trade associations and other interested organizations outside the Department.

Office of Trade Relations and Trade Policy.—The function of the Office of Trade Relations and Trade Policy is to safeguard and improve terms of access for Canadian exporters in foreign markets. The Office is concerned with the conduct 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. It 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 Office 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 Office 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 five 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.

Commodity Branches.—The Commodities and Industries Services include three commodity Branches—the Agriculture and Fisheries Branch, the Industrial Materials Branch and the Manufacturing Industries and Engineering Branch. These Branches provide the main link with industry and maintain close contact with the business community to be familiar with the production and supply conditions in Canada. Emphasis is placed in the search for products and services, the sale of which can be promoted abroad.

The Agriculture and Fisheries Branch is organized into four divisions to cover fisheries, grain, livestock, and animal products and plant products. The Industrial Materials Branch is composed of three divisions to handle chemicals, forest products and metals and minerals. The Manufacturing Industries and Engineering Branch is organized into three