

Cleveland: Consul and Senior Trade Commissioner, Canadian Consulate, Illuminating Building, 55 Public Square, Cleveland.

Detroit: Consul and Trade Commissioner, Canadian Consulate, 1139 Penobscot Bldg., Detroit 48226.

Los Angeles: Consul and Trade Commissioner, Canadian Consulate General, 510 West Sixth St., Los Angeles 14.

New Orleans: Consul and Trade Commissioner, Canadian Consulate General, Suite 1710, 225 Baronne St., New Orleans 12.

Philadelphia: Consul and Trade Commissioner, Canadian Consulate, 3 Penn Center Plaza, Philadelphia 2.

San Francisco: Consul General, Canadian Consulate General, 333 Montgomery St., San Francisco 4. Territory includes Hawaii.

Seattle: Consul General, Canadian Consulate General, The Tower Bldg., Seventh Ave. at Olive Way, Seattle 1. Territory includes Alaska.

URUGUAY.—Commercial Counsellor, Canadian Embassy, No. 1409 Avenida Agraciada, Piso 7^o, Montevideo. Mail: Casilla Postal 852. Territory includes Falkland Islands.

VENEZUELA.—Commercial Secretary, Canadian Embassy, Avenida La Estancia No. 10, Ciudad Comercial Tamanaco, Caracas. Mail: Apartado 11452-Este. Territory includes Netherlands Antilles.

Trade Fairs and Missions Branch.—It is the responsibility of this Branch to organize and co-ordinate the Department's annual program of participation in trade fairs abroad and of outgoing and incoming trade missions. The Trade Fairs Abroad Division and the Trade Missions Division co-ordinate departmental activity in implementing these promotion programs and in organizing the trade fair exhibits and trade missions scheduled during the year. The Branch Director acts as chairman of the departmental committees that select the program and the Division Chiefs preside over working committees appointed to handle detailed planning. The Branch also provides liaison with Trade Commissioner Service posts abroad, trade associations in Canada, provincial governments and other federal departments or agencies in the development of trade promotion programs.

In 1965 the Department of Trade and Commerce sponsored exhibits in 43 trade fairs abroad in such key markets as the United States, England, Japan, West Germany, France, Italy and Scotland. The products of hundreds of Canadian manufacturers were exhibited to potential foreign buyers numbering more than 15,000,000. The 20 trade missions organized in 1965 included 15 teams of Canadian business men sent abroad to study special markets in Europe, the United States, Africa, Latin America and South-East Asia and five groups of business visitors brought to Canada from Europe and the Caribbean.

Office of Trade Relations.—The main function of the Office of Trade Relations 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 conferences and meetings dealing with trade and economic matters. It endeavours to find practical solutions for tariff problems 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. The Area Divisions of the Office—Commonwealth, United States, European, Latin American and Asia and Middle East—are the central points of contact between Canada's trade commissioners abroad and the Department in Ottawa.

Transportation and Trade Services Branch.—The functions of this Branch relate to transportation problems, export and import controls, trade directories, the administration of the six 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