

Trade Fairs and Missions Branch.—It is the function 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 1966 the Department of Trade and Commerce sponsored exhibits in 45 trade fairs abroad in such key markets as the United States, England, West Germany, France, Russia, Yugoslavia, Spain, Italy and Scotland. The products of hundreds of Canadian manufacturers were exhibited to potential foreign buyers numbering more than 15,000,000. The 26 trade missions organized in 1966 included 10 teams of Canadian business men sent abroad to study special markets in Europe, the United States, Latin America, Australia, New Zealand, Southeast Asia and the Mediterranean. Sixteen groups of business visitors were brought to Canada from Europe, Australia, the United States, Latin America, Japan and Malaysia.

Trade Policy Service.—The Office of Trade Relations and the Office of Commodity Trade Policy, established in September 1966, forms the Department's Trade Policy Service.

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.

The Office of Commodity Trade Policy has two main areas of interest: it makes detailed commodity studies to ensure that the development of Canadian trade and related policies reflects the key role of export in economy, and it has the responsibility for international commodity policy work, including the negotiation of international commodity arrangements and related activities.

Transportation and Trade Services Branch.—The functions of this Branch relate to freight transportation matters, 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 Division is concerned primarily with industrial transportation from the export shipper's point of view, with policies and practices affecting the movement of international trade, and with developments and trends in shipping services and freight rates; the Export and Import Permits Division administers the controls established under the Export and Import Permits Act; and the Regional Offices and Trade Services Division administers the Department's Regional Offices and compiles the Exporters' Directory, a confidential directory of firms engaged in or seriously interested in exporting commodities or services.