

**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 between industry and the Department; they maintain close contact with the business community to be familiar with production and supply conditions in Canada. Emphasis is placed on the search for products and services, the sale of which can be promoted abroad.

The Agriculture and Fisheries Branch is organized into five divisions to cover fisheries, grain, livestock and animal products, plant products, and commodity arrangements and markets development. 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 four divisions responsible for appliances and commercial machinery, electrical and electronic equipment, mechanical equipment and engineering, and textiles and consumer goods. These divisions are staffed by commodity officers who are specialists in their fields and are available to assist Canadian business men.

Commodity officers visit manufacturing plants and production facilities, attend and address meetings of business associations and study groups and prepare product reports and market surveys. They constitute the principal channel through which information on Canadian products and services reaches Canadian Trade Commissioners abroad and a channel through which information on sales opportunities in countries abroad is disseminated to industry in Canada. They continually analyse reports from Trade Commissioners abroad to determine potential markets for commodities and services of interest to Canadian industry. In co-operation with the Canadian Government Exhibition Commission, they assist in making arrangements for the display of commodities in trade fairs throughout the world to introduce Canadian products into new markets. They organize and accompany departmental trade missions and serve as delegates to international commodity conferences to study world market conditions and to consider corrective adjustments.

**Trade Publicity Branch.**—The function of the Trade Publicity Branch is to stimulate interest in Canadian products in foreign markets and to encourage Canadian manufacturers to look beyond domestic horizons. Advertising, public relations and publicity techniques are used in varying combinations to accomplish these objectives. Advertising, periodicals, booklets, brochures and other printed matter are used in direct support of trade fairs and missions; news releases, radio tape recordings and television film clips are employed to inform Canadians of foreign trade opportunities and successes.

The Branch is composed of an Operations Group and five Divisions. The Operations Group plans and executes the major activities concerning trade fairs and in-store promotions. Working closely with that Group is the Editorial Division which employs writers and editors, and the Art Division which is responsible for design, production and technical work. The Media Relations Division prepares and distributes press releases, articles, photographs, speeches and background material to newspapers, radio and television stations, magazines and the Canadian trade press. It provides publicity material for distribution abroad and produces and distributes films and television clips to promote interest in Canada as a supplier of many commodities. The Canada Courier Division produces *Canada Courier*, an illustrated, eight-page international trade promotion newspaper, published on behalf of Canadian exporters to promote products and services abroad. It has a circulation of 97,000 and is distributed in more than 100 countries. The English edition is published six times a year and the French, Spanish and German editions twice annually. The Foreign Trade Division publishes the magazine *Foreign Trade*, fortnightly, and *Commerce extérieur*, monthly. These journals, designed to help Canadian exporters, contain information on overseas markets, tariffs, exchange rates and other pertinent trade data.