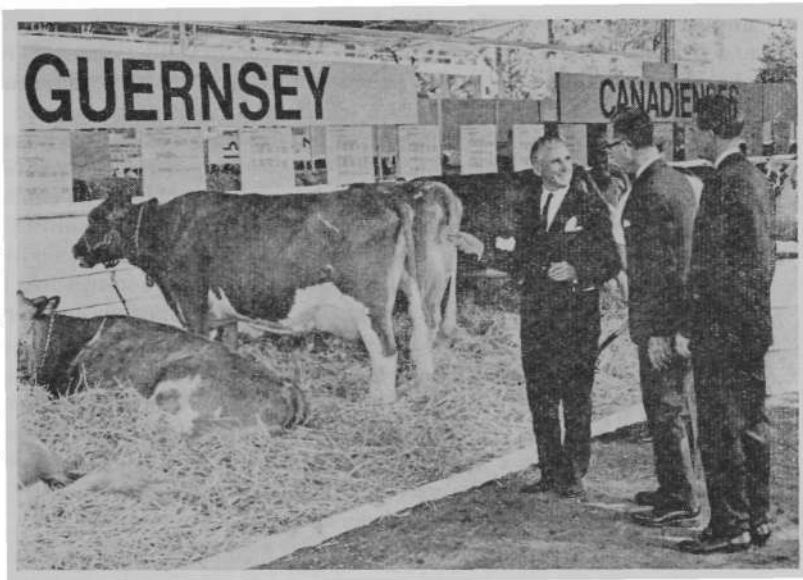


Canadian Government Exhibition Commission.—The Commission organizes, designs, produces and administers all Canadian exhibits at fairs and exhibitions abroad in which the Canadian Government participates and also advises private exhibitors and their agents on the best means of displaying Canadian products at trade fairs. It acts as a central service agency for all government departments and agencies in the preparation of conventional exhibits and displays for showing in Canada and is responsible for international fairs and exhibitions held in Canada that are financed and sponsored by the Government of Canada.



Canadian purebred dairy cows received considerable attention at two Mexican livestock shows held late in 1966. The exhibit was sponsored by the Department of Trade and Commerce for the purpose of promoting exports and followed similar exhibits in France and Yugoslavia.

Canadian Government Travel Bureau.—The Canadian Government Travel Bureau is in operation to encourage tourist travel to Canada and to co-ordinate the tourist promotion conducted by the provinces, transportation companies and national, regional and local tourist associations. The Bureau undertakes extensive tourist advertising campaigns abroad, provides tourist publicity material for foreign newspapers, magazines, radio and television outlets, and annually handles about 1,500,000 inquiries from potential visitors to Canada. Tourist offices are operated in New York, Chicago, San Francisco, Minneapolis, Los Angeles, Boston, Philadelphia, Cincinnati, Rochester, Indianapolis, Cleveland, Detroit and Seattle in the United States; the Bureau also has representation in London, Paris, Frankfurt, Amsterdam, Mexico City, Tokyo and Sydney, Australia.

Export Credits Insurance Corporation.—This 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 long-term export financing.

Insurance is available to all persons or corporations carrying on business in Canada to cover export sales made on customary credit terms. It provides protection against risks involved in the export, manufacture, treatment or distribution of goods, or the rendering of engineering, construction, technical or similar services. The main risks covered include: insolvency or protracted default on the part of the buyer; exchange restrictions in the