

URUGUAY.—Commercial Division, Canadian Embassy, Casilla Postal 852, No. 1409 Avenida Agraciada Piso 7°, Montevideo. Territory includes Falkland Islands.

VENEZUELA.—Commercial Counsellor, Canadian Embassy, Apartado del Este 11452, Avenida La Estancia No. 10, Ciudad Comercial Tamanaco, Caracas. Territory includes Netherlands Antilles.

YUGOSLAVIA.—Commercial Secretary, Canadian Embassy, Proleterskih Brigada 69, Belgrade.

**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 1967 the Department of Trade and Commerce sponsored exhibits in 46 trade fairs abroad in such key markets as the United States, England, West Germany, the Netherlands, France, Russia, Yugoslavia, Czechoslovakia, South Africa, Peru, Italy and Ireland. The products of hundreds of Canadian manufacturers were exhibited to potential foreign buyers estimated at over 16,000,000. The 37 trade missions organized in 1967 included



*The Department of Trade and Commerce, in co-operation with provincial trade departments across Canada, organized five Kennedy Round Trade Opportunities Seminars in the autumn of 1967 to promote an understanding of the negotiations and their implications for Canadian business men. Twelve hundred of them attended the Toronto Seminar and the response was equally enthusiastic in the other four cities.*