

centralized sources of information on Canada's trade with specific countries or regions and they provide a regional perspective for matters of both international trade relations and export trade development. Their responsibilities include: developing Canada's international trade strategy and programs for individual countries and areas; maintaining and improving access for Canadian products to export markets through negotiation of trade agreements with other countries and consulting on trade relations and trade problems at the official level with foreign governments. They also provide information, advice and guidelines to government agencies and to the business community on foreign governments' trade and economic regulations and practices; maintain contact, normally through Canadian posts abroad, with foreign markets and foreign governments on matters pertaining to markets for Canadian exports; and provide advice to the Department, to other Canadian government agencies and to the Canadian business community on export market problems and opportunities.

The Trade Commissioner Service has 82 trade offices in 57 different countries. Its primary role is to promote Canada's export trade and generally to protect its commercial interests abroad. Accordingly, a trade commissioner is called upon to perform a wide variety of tasks: to act as an export marketing consultant; to bring foreign buyers into contact with Canadian sellers; to help organize trade fairs and trade missions in his territory; to recommend modes of distribution and suitable agents; and to keep headquarters informed of changes in tariffs, exchange controls and other matters that might affect Canada's trade with the country to which he is assigned. He initiates programs to develop markets for those products with the greatest potential in given areas, handles inquiries from Canadian firms and provides personal assistance to the Canadian exporter in his territory. In addition, he acts on behalf of the foreign programs of a number of federal government departments and undertakes agricultural reporting at specified posts. For a Canadian firm wishing to develop a market in his territory, the trade commissioner can supply information on product usage, if any, in that territory, on local production and import data for the product and on prospective users and/or agents for it.

The scheduled return of trade commissioners for official tours of Canada is an effective means of informing Canadian firms interested in export trade, and trade associations are informed well in advance of these visits so that appointments can be arranged for discussion of problems with firms interested in exporting to his territory. Businessmen wishing to interview any trade commissioner on tour may arrange to do so by communicating with the Trade Commissioner Service, the Canadian Manufacturers' Association, the local Chamber of Commerce or Board of Trade, or one of the Department's regional offices.

The Office of International Special Projects consists of two Branches: the Defence Programs Branch and the Special Projects Branch, which develop certain types of special export opportunities by promoting Canadian industrial participation in projects and programs abroad. Many of these export opportunities are capital projects requiring goods and services from several sources of supply, no one of which can normally undertake the lead in exploiting such a project. This Office attempts to provide the special government assistance needed to co-ordinate the efforts of all concerned.

The Defence Programs Branch promotes defence export trade through marketing programs aimed at the sale of Canadian defence and defence-related high-technology equipment to friendly countries, and the establishment of arrangements with Canada's allies for co-operative defence industrial research, development and production. A major activity is the Canada - United States defence-development and production-sharing program, which entails the joint development and reciprocal procurement of defence items.

The Special Projects Branch identifies and exploits opportunities for capital projects abroad having multi-industry content, including those related to airports, tourism, education, health care and pollution abatement; provides marketing assistance to service industries, particularly providing a focal point in the Department for consulting engineers; and co-ordinates departmental marketing activities in the promotion of Canadian participation in projects financed by multilateral and bilateral aid sources such as the World Bank and regional development banks.

The Financing and Aid Branch participates in the development of policies and procedures for external aid, export credits and other export financing arrangements. In addition, it keeps Canadian exporters informed about the range of financing facilities provided by the Canadian government and those available through international financial institutions.