

government agencies and to the Canadian business community on export market problems and opportunities.

The Trade Commissioner Service has 89 trade offices in 65 countries. Its primary role is to promote Canada's export trade and to represent and protect its commercial interests abroad. Accordingly, a trade commissioner performs a 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; to recommend modes of distribution and suitable agents; and to report on changes in tariffs, exchange controls and other matters affecting Canada's trade with the countries to which he is accredited. He initiates programs to develop new markets for Canadian products, responds to inquiries from Canadian firms and provides advice to the visiting Canadian exporter. 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, local production and import data, and prospective users or agents.

The scheduled return of trade commissioners for official tours of Canada is a means of assisting Canadian firms interested in the export trade. Trade associations are informed in advance of these visits so that appointments may be arranged by businessmen wishing to meet with trade commissioners, through the Trade Commissioner Service, trade associations, or one of the department's regional offices.

The Office of International Projects consists of three branches: the Defence Programs Branch, the Capital Projects Branch and the Centre for Joint Ventures and Turnkey Projects.

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 cooperative industrial research, development and production in defence-related matters. 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 Capital Projects Branch identifies and assists industry to pursue opportunities for capital projects including those related to resource development, tourism, education, airports, urban developments, food production and processing which involve such elements as engineering, planning, equipment procurement, construction, commissioning and training. The branch is also the focal point in the department for the professional services of architects, engineering and management consultants and aerial surveyors and for the exploitation of overseas opportunities to provide technical assistance and training on a commercial basis. The development of innovative marketing thrusts such as consortia development and the utilization of trading houses to assist small business to participate in export markets is an important element of branch activities.

The Centre for Joint Ventures and Turnkey Projects is responsible for the promotion and marketing abroad of Canadian capability to participate in multidisciplinary industrial projects either as a turnkey project or as a joint venture to establish a continuing industrial or service operation in a foreign country. This centre provides a point of contact in the department through which businessmen may obtain information and guidance.

The International Financing Branch (IFB) participates in the development of policies and procedures for external aid, export credits and other export financing arrangements. Since financing is an integral part of all transactions, IFB has been concentrating its resources on identifying specific financial needs of Canadian exporters in order that they may compete aggressively against foreign traders. IFB