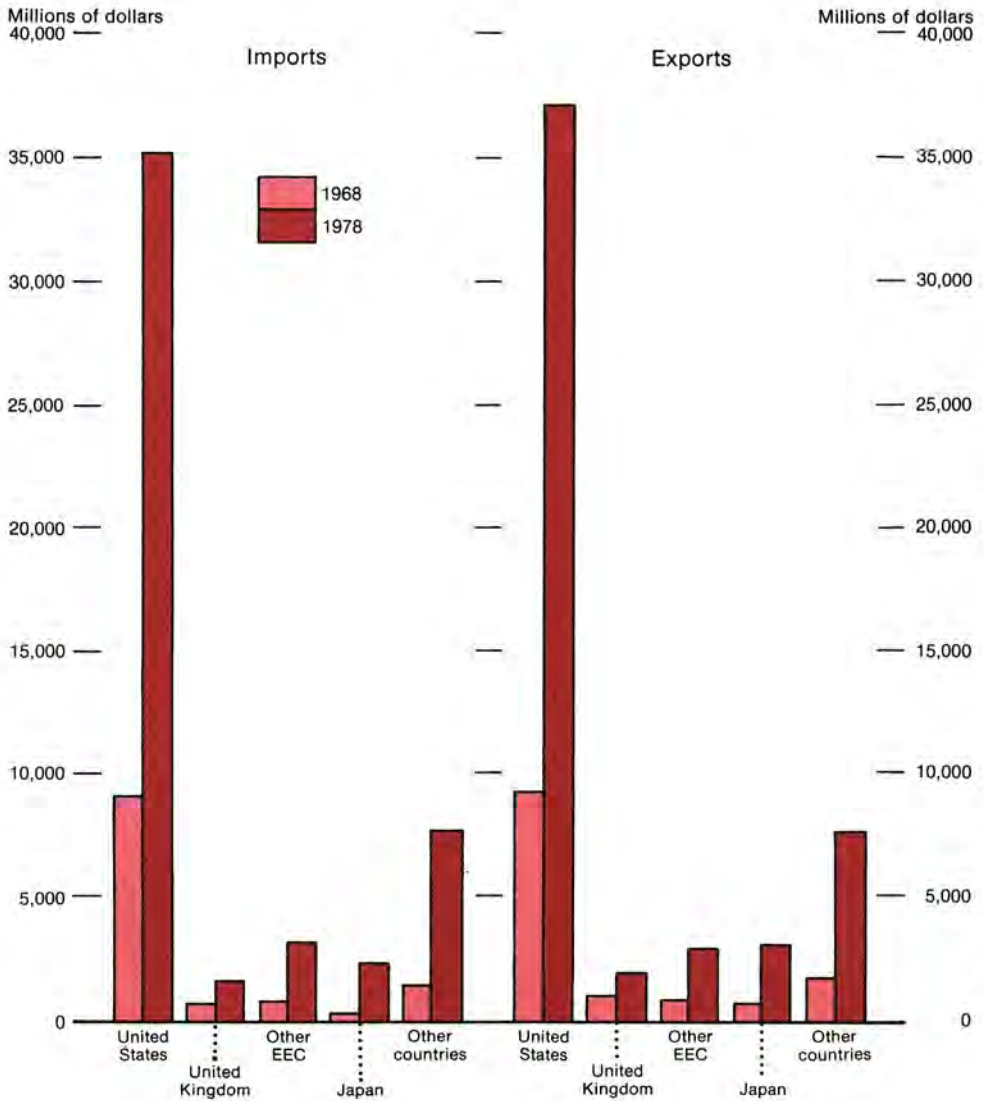


Canada's trade



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 has a variety of responsibilities: 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 or she is accredited. A trade commissioner initiates programs to develop new markets for Canadian products, responds to inquiries from Canadian firms and provides advice to the visiting Canadian