

The Branch also aids those established firms that wish to expand into new lines of production. Inquiries from foreign firms and individuals regarding the manufacture of products in Canada under licence or royalty are screened and brought to the attention of Canadian manufacturers interested in producing additional items.

The Branch acts in an advisory capacity to the Immigration Branch of the Department of Citizenship and Immigration regarding the admission of individuals, other than those from Commonwealth countries and the United States, who wish to establish new industries in Canada. It also works in close co-operation with a widespread network of organizations throughout Canada, including industrial development departments of the provinces, municipalities, railways, banks, power companies, chambers of commerce, boards of trade, and the Canadian Manufacturers' Association.

Information Branch.—The principal function of the Information Branch is to furnish the commercial community of Canada with information concerning the assistance that exporters and importers may obtain from the Department of Trade and Commerce. The Branch is responsible also for stimulating a better appreciation by the general public of the importance of trade to the welfare of Canada. The attention of exporters and potential exporters is directed to opportunities for the disposal of their products in markets abroad, and of importers to the sources of supply for raw materials and consumer goods unobtainable in Canada. Its principal educational and informative medium is *Foreign Trade*, fortnightly publication of the Foreign Trade Service, in which are reproduced reports of Canadian Trade Commissioners on conditions in their respective territories, articles by Head Office personnel and economists of the Dominion Bureau of Statistics, news items and charts portraying trade trends. Press releases are prepared and distributed to newspapers at home, and material of a similar character dispatched to Canadian Trade Commissioners for distribution to newspapers abroad. Pamphlets and brochures are prepared to supplement other information on foreign markets, sources of supply, documentation, regulations and trade restrictions. Assistance is rendered to correspondents of newspapers and periodicals at home and abroad in the preparation of articles pertaining to various phases of Canada's foreign trade. The educational and promotional work of this Branch is supported by moderate advertising at home and abroad, through the daily press, periodicals and trade papers as well as films and radio.

Canadian Government Exhibition Commission.—The Canadian Government Exhibition Commission publicizes Canada by graphic media of all kinds and helps to sell Canadian products abroad. The Commission is solely responsible for the construction and administration of Federal Government exhibits at international expositions, trade fairs and displays outside Canada and of international trade fairs in Canada sponsored by the Government of Canada. The Commission's first fulfilment of the latter responsibility was the inauguration of the Canadian International Trade Fair, held annually at Toronto since 1948.

The Commission also co-operates with Canadian exporters in securing representation for goods at trade fairs and trade promotional displays, and is equipped to advise individual Canadian companies in the preparation of exhibits. It distributes, at its various presentations, literature produced by other government departments and agencies.