

to the majority of posts. A supply of the pre-carboned enquiry forms used at the Export Trade Promotion Conference is maintained in Ottawa and can be ordered by any Trade Commissioner who believes they will meet his requirements.

148. Keep a stapling machine handy to fasten visitors' cards direct to the form. It is important, irrespective of the form used, to indicate on it what action has been taken or information given and what is required during "processing". Copies should be made for distribution to all concerned including the Trade Fairs Abroad Division.

Processing

149. The actual method of following up an enquiry will depend a good deal on the modus operandi of the individual Trade Commissioner. Local circumstances vary so much that no rigid line can be laid down. It has been found by many Trade Commissioners that every enquiry on which some action has been taken or must be taken should be acknowledged. If this can be done within 24 hours of the receipt of the enquiry, so much the better. It explains the inevitable delay on those that require action, and is good public relations for those already fully dealt with. A form letter will usually suffice.
150. Processing enquiries is, without a doubt, the prime duty of a Trade Commissioner at the conclusion of a fair. In fact, he may be able to do some of the work while the fair is still in progress. This activity should be well under way before reporting the results to Ottawa.
151. On the interview reports that are forwarded to Ottawa, those that require action by the Commodity or other Officer should be clearly marked and give an indication of the action already taken. Some Trade Commissioners prefer to do this by individual memo, but this is not essential provided the enquiry form carries all the relevant data.

Non-commercial enquiries

152. If these cannot be handled on the spot, they should be recorded on the commercial enquiry form with a copy sent at once to the person competent to deal with the matter.

Information Library

153. Many enquiries can be dealt with on the spot if the proper information is available at the exhibit. For the period of the fair, the Trade Commissioner may find it helpful to transfer some of the following items from his office to the exhibit:

- Commodity "Black Book" (See Item 154)
- "Trade of Canada - Exports" - DBS