

international markets over the last 100 years. John Larke was the first of the many men and women of the Trade Commissioner Service who have contributed and who will continue to contribute significantly to Canada's success as a trading nation and to the country's prosperity. Canada ranks 37th in population, but 8th in the world as a trading power.

Trade commissioners can assist Canadian entrepreneurs explore many opportunities through up-to-date market intelligence. Exporters, both experienced and new, can obtain information on the numerous services and computerized systems available to them simply by contacting any International Trade Centre located in every province.

Trade commissioners at home -- in the 10 regional International Trade Centres and in Ottawa -- and abroad -- in 128 Canadian Embassies, Consulates and Trade Offices throughout the world -- provide Canadian exporters with expert advice. Their services include:

- providing basic export counselling through the International Trade Centres