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## ***Introduction***

*The trading house sector's contribution to Canadian trade is substantial. In 1983 the export transactions of trading houses represented more than 13 per cent of total Canadian exports and more importantly 40 per cent of Canadian non-U.S. exports. Yet many manufacturing firms — both small and large — are still unaware of what trading houses can do for them. This brochure is intended to show that a judicious use of the services offered by these firms can expand sales abroad significantly.*