

major landmark occurred in 1969 when the first women officers to be recruited directly from the universities joined the Service.

Old and New Challenges

Now, 50 years later, we are still known as the "Trade Commissioner Service", but our numbers have grown to almost 600 Canadians working in offices across Canada and abroad, with another 350 locally engaged employees in the offices overseas. The latter are an important component of the Service as they have an intimate knowledge of the local market, local culture and language that would otherwise take a Trade Commissioner years to develop. Their contribution to the effectiveness of the Service is one of the foundations of the Service's history. But those are not the only developments. The Service has had to adapt in many other ways and will continue to do so in its constant pursuit to serve the Canadian exporting community even more effectively.

John Larke was Canada's first professional trade commissioner. His appointment set a pattern for all trade commissioners who today promote our trade in close to 130 trade offices around the world.