

by finished or end products, crude materials and food products.

The pattern of imports tended to follow a somewhat similar pattern over the past few years. Transportation and communication equipment and machinery account for over 40 per cent of the total imports. Motor vehicles and parts top the list of leading commodities.

The United States is Canada's principal trading partner, each country being the other's best customer. Britain is second, and together these two countries participate in approximately three-quarters of Canada's international trade. The next largest market for Canadian goods is Japan, followed by West Germany and the Netherlands.

The order of the first five most important suppliers of Canadian imports is the United States, Britain, Japan (clothing and electrical goods), Venezuela (petroleum), and West Germany (cars).

The primary function of the federal Department of Trade and Commerce is to promote external trade through its head office in Ottawa, its six regional Canadian offices and a corps of trade commissioners stationed around the world.

The Trade Commissioner Service has more than 172 trade commissioners stationed at 72 posts in 49 countries. Knowing the economic conditions in these territories, they provide information on potential markets, foreign competition, import contracts, tariff provisions, shipping facilities and labelling regulations. They also assist in securing reliable agents for Canadian firms and provide a point of contact for visiting businessmen.

The Canadian Government Travel Bureau, an agency of the Department of Trade and Commerce, is responsible for encouraging tourist travel to Canada and co-ordinates tourist promotion outside Canada. It also undertakes extensive advertising campaigns, and handles approximately 2 million inquiries annually from potential visitors to Canada. Tourist offices are operated in 16 cities in the United States, as well as London, Paris, Frankfurt, Mexico City, Tokyo, Amsterdam, Copenhagen and Sydney.

Loading grain, Quebec

