

Larke's goal was to promote the export of Canadian goods. Today, that mandate has expanded to include services, investment and tourism. But the mission of Canada's trade commissioners has remained unchanged: to promote Canadian goods and services internationally.

A CENTURY OF SERVICE

Today, Canada's Trade Commissioner Service is recognized as one of the world's best. It has played a major role in Canada's performance on international markets over the last 100 years. 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 thus to the prosperity of the country.

With the assistance of Canada's trade commissioners, Canadian businesses can explore many opportunities through up-to-date market intelligence. Exporters have access to many services and computerized systems. Information on these can be obtained through the International Trade Centres and InfoEx, the information centre of the Department of Foreign Affairs and International Trade.