

available in the library are OECD documents (full text documents on-line), and Scan-a-Bid (UN, Geneva) the Development Bank's operational summaries, procurement notices and contract awards.

The library also published the fifth edition of *Canada-United States Free*

*Trade: A Bibliography* and a new publication, *The Soviet Union: A Bibliography*. Both are bilingual.

Four bibliographies concerning internal affairs were prepared and published in *International Perspectives* and its successor, *Canadian International Relations Chronicle*.

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## C. TRADE COMMUNICATIONS

The Trade Communications Bureau publicizes the importance of Canada's national and international trade policies at home and abroad. On June 28, 1989, the Department adopted a new applied title: External Affairs and International Trade Canada. This was an important step in a corporate identity program to promote greater awareness of the Department's leadership role in foreign affairs and international trade. The Department's corporate image was promoted by a new "visual identity," a vertical bar with three diagonal stripes, the "Canada" wordmark and the new applied title of the Department.

The corporate identity will now appear on the front cover of all departmental media presented at home and abroad.

A number of programs were prepared on communications issues related to the Canada-U.S. Free Trade Agreement

and the Multilateral Trade Negotiations under the General Agreement on Tariffs and Trade.

The Division developed several publications during the course of the fiscal year: *Meeting the Challenge of Global Competition*; a pocketfolder of *EAITC Trade Development Programs and Services*; the 1990 edition of the *Directory of the Canadian Trade Commissioner Service*; and *Japan and Canada: Partnership for Prosperity*.

It also conducted the advertising campaign, produced a variety of briefing materials for kits, and provided media support for Canada Export Trade Month, Export Marketplace and the Annual Export Awards Ceremony.

The newsletter *CanadExport* was given a new look, incorporating the new departmental image, with the result that circulation rose from 40,000 to 56,000 copies.