

Trade Commissioner Service Centennial 1894 - 1994

Discussion Paper

The attached paper has been commissioned as a part of the "Look Ahead" component of the Trade Commissioner Service Centennial. It has been designed to engender consideration and discussion of trends and issues that will effect the direction of the service as it enters its second century.

The paper is not in any way a policy paper and must not be viewed or quoted as such. The views expressed are those of the author, and not of the Department of Foreign Affairs and International Trade or any component of it.

The Changing Role of Trade Fairs and Missions

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