

Cover photographs:

(from left to right, top to bottom)

- 1 U.S.A. — St. Louis, Missouri's 'Gateway to the West' with the Mississippi River in the foreground, the Gateway Arch and city skyline.
- 2 Japan — Himeji Castle, west of Osaka, is an impressive example of 17th-century traditional Japanese architecture. (*Embassy of Japan photo*)
- 3 West Germany — Dusseldorf's 'Old City' on the banks of the Rhine River is restricted to pedestrians who can enjoy the many outdoor pubs, cafés and restaurants. (*Embassy of the Federal Republic of Germany photo*)
- 4 Saudi Arabia — Dhahran International Airport, a modern building of distinction and beauty, reflects the Arab architectural vision. (*External Affairs photo*)
- 5 Mexico — Built in the 1950s, National Autonomous University in Mexico City features a sprawling campus and architecture ornamented with sculpture and colourful murals. (*Embassy of Mexico photo*)
- 6 Côte d'Ivoire — The African Development Bank Building in Abidjan. Canada actively supports the African Development Fund. (*Photo by Daniel Thibault for CIDA*)
- 7 U.S.S.R. — St. Basil's Cathedral in Moscow's Red Square is renowned for its multicoloured, twisted, onion-shaped domes. (*Embassy of U.S.S.R. photo*)
- 8 Singapore — The Port of Singapore, with its natural deep-water harbour, ranks as the second-busiest port in the world in terms of tonnage. The shipyard and business district are in the background. (*Singapore Convention Bureau (New York) photo*)
- 9 Brazil — Rio de Janeiro's Ipanema Beach is a popular tourist area known as the South Zone. The zone is a narrow strip of land along the Atlantic between the mountains and the sea. (*Photo by Varig — Brazilian Airlines*)

About this directory

This directory lists all Canadian missions abroad with foreign trade, investment and tourism responsibilities. The names of heads of missions have also been included, together with those of officers with immediate responsibility in the commercial, economic and tourism fields.

You should feel free to communicate directly with the commercial section at any mission. In addition, the head of mission, as overall manager of the mission is ready to assist on matters you might prefer to bring to his or her attention. In such cases, you should get in touch directly.

NOTE TO FIRST-TIME EXPORTERS:

Before contacting Canadian missions around the world, it is recommended that you discuss your plans with a trade officer in one of the Regional Offices of the Department of Regional Industrial Expansion (DRIE), who can advise you on potential markets. For the address of the DRIE office nearest you, consult your telephone directory or call Info Export, Department of External Affairs toll free at 1-800-267-8376.

Missions which do not have a resident trade officer are indicated with an asterisk and the location of the trade office for the area is given. Where appropriate, territorial cross-references are also provided.

While changes occur frequently, every effort has been made to keep the directory as current as possible.

In addition to its posts abroad, the Department of External Affairs has five geographic branches in headquarters in Ottawa covering the regions of the world (see listing). The main function of the trade, investment and tourism development divisions within these geographic branches is to promote Canadian exports and economic growth by keeping Canadian firms well informed about opportunities in each region.

For more information or to obtain other trade publications, or for extra copies of this Directory please contact:

INFO EXPORT (BTCE)
Department of External Affairs
125 Sussex Drive
Ottawa, Ontario
K1A 0G2
Toll-Free: 1-(800)-267-8376
Ottawa callers: 993-6435

Dept. of External Affairs
Min. des Affaires extérieures

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How to Use Your Trade Commissioner Effectively

When contacting Canadian embassies, high commissions or consulates abroad you should ensure that letters and telexes contain detailed information to clearly identify the assistance you require. It is recommended that companies develop a systematic marketing plan and contact only those trade commissioners in the target market area.

If it is the first time you are contacting a particular trade commissioner you should ensure that the following information is provided:

- **your name**
- **full name and address** of your company
- **your telephone number** with **area code**
- **your telex number** with **answerback**
- **your facsimile number**
- **precise description of your product(s) or service(s) and their use** (Avoid use of abbreviations which could lead to confusion)
- **your marketing plan:** direct sales, agency agreements, manufacture under licence, etc.
- **target markets**
- **export experience** — where else are you exporting?
- **the mission should be supplied with at least five copies of your product literature** — as a follow-up to your telex or as an inclusion in your letter.

It is also useful to ensure that trade commissioners are aware of any agents you may already have and any agent changes that you make.

More information concerning the trade commissioners' role is available in the publication, *So You Want to Export?* Call Info Export at the above telephone number to obtain a copy.

43-249-068