

# CANADA'S TRADE COMMISSIONER SERVICE

## 100 YEARS YOUNG

It is no secret that Canada relies heavily on trade, with exports accounting for close to 30 percent of its Gross Domestic Product. One of Canada's most valued means of helping exporters sell to every corner of the world has been the Trade Commissioner Service (TCS), celebrating its 100th birthday in 1994.

In 1911, the Service was growing, with 21 Trade Commissioners in 16 countries. By 1922, there were 24 Trade Commissioners and nine years later, 34. Today, the numbers have grown to almost 600 Canadians in offices across Canada and around the world, with another 350 locally engaged employees in foreign offices.

The difficulties faced in trading at the turn of the century were just as challenging as they are today. Now, exporters must deal with quotas, subsidies, exchange rates, multilateral trade agreements, and constantly changing markets. In 1894, the challenges stemmed mostly from transportation problems — getting products to their destination in good condition and on time.

John Larke was Canada's first professional Trade Commissioner, assigned to Australia. In 1894, Larke's goal was to promote the export of Canadian goods; today, the mandate has expanded to encompass the promotion of services, including tourism, the attraction of investment and the transfer of technology to Canada. But the mission of Canada's Trade Commissioners has remained essentially unchanged: to contribute to economic growth by helping Cana

With the TCS celebrating the next 100 years, organized across the "Second Century." The Department of Foreign Affairs and International Trade (DFAIT) and Canadian Trade Commissioner Service (TCS) will tackle small and medium-sized businesses, and the implications for Trade Commissioners of new initiatives in market intelligence and information.



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The ideas coming out of these regional gatherings will be the focus of a National Conference in Toronto on October 3, immediately preceding the Canadian Exporters' Association's 51st Annual Convention. The day-long conference, to be held at The Inn on the Park, is open to anyone interested in the TCS and includes representatives of Canadian business, academia, the media, as well as active and retired trade officers. Sessions at the conference will examine trends and issues facing the TCS as it begins its second century. The conference features a special luncheon with Minister for International Trade, Roy MacLaren.

On the eve of its second century, the Trade Commissioner Service is rededicating itself to serving the needs of the Canadian exporting community. It continues to adapt, to improve, and to do what it does best: help Canadian companies succeed in global markets.

**For information on the National Trade Commissioner Service Conference in Toronto, please contact DFAIT's InfoCentre at 1-800-267-8376.**

## THE DEPARTMENT OF FOREIGN AFFAIRS AND INTERNATIONAL TRADE

Through an extensive network of high commissions, embassies and consulates abroad, International Trade Centres across Canada, and sectoral and geographic divisions in Ottawa, the Department of Foreign Affairs and International Trade (DFAIT) offers Canadian exporters a comprehensive range of trade development programs and services. Programs and services of special interest to Canadian exporters include:

