

Department of External Affairs

Geographic Branches in Ottawa

External Affairs has geographic branches for every region of the world. Resources are devoted to trade development, economic and trade relations. There are also divisions for political and special programs and services such as cultural affairs and immigration services abroad.

The main trade functions of the trade development divisions within the geographic branches are to promote and maintain Canadian exports and to keep Canadian industry well informed about all market opportunities in each region that affect external trade. The trade development divisions also provide an easily identified point of contact for the exporter (see page 13.)

The geographic branches promote and assist companies to develop specific capital projects using their knowledge of the wide variety of financing mechanisms available in Canada and promote Canadian

activity in the multilateral financing agencies. They manage export promotion activities and co-ordinate the export interests of other federal departments and agencies with those of provincial governments and private companies. In co-operation with the DRIE industry sector branches, they also match export opportunities with Canadian industrial capabilities.

The geographic branches carry out many specific activities such as organizing trade fairs, serving as a liaison with financial institutions and making contacts for businesses. As well, they generally keep tabs on anything that affects trade — from formal agreements on tariffs and duties to informal agreements on technical specifications and product inspections. These branches also provide up-to-date information on political affairs that might have an effect on Canada's trading relationship and, for businesses contemplating moving into a particular market, most have relevant economic, business, marketing and travel information available for various countries in their region.

GEOGRAPHIC BRANCHES

(Telex: 053-3745; answerback: External Affairs OTT)

	Telephone Number	Telex and Mail Codes
Latin America and Caribbean:		
Caribbean and Central America	(613) 992-0384	LCT
South America	996-5546	LST
Europe:		
Western Europe 1 (United Kingdom, France, Federal Republic of Germany and Italy)	995-9401	RCT
European Economic Community	593-5584	RCM
U.S.S.R. and Eastern Europe	593-4884	RBT
Western Europe 2 (Austria, Belgium, Luxembourg, Netherlands, Norway, Iceland, Finland, Sweden, Denmark, Spain, Portugal, Ireland, Switzerland, Greece and Turkey)	995-6438	RST