

1.65 The promotion of Canadian export trade and the fostering of good commercial relations is a primary function of a Consulate.

Promotion of
Trade and
Commerce

1.66 a. At Consulates where there is a commercial officer, that officer will be responsible primarily for trade promotional work. He will work under instructions from, and will report directly to, the Department of Trade and Commerce.

Responsibility
for Trade
Promotion

b. At Consulates where there is no trade officer, the Head of the Consulate will himself assume major responsibility for trade work or will assign prime responsibility to one of his officers who will be guided in this work by the instructions issued by the Department of Trade and Commerce and applying to officers of the Trade Commissioner Service.

1.67 On commercial matters, the Consulate will ordinarily correspond directly with the Department of Trade and Commerce from which Department instructions will be received on trade promotional matters. Where it is apparent that the information being communicated might be of interest to the Department of External Affairs, a copy should be sent to that Department.

Correspondence
with Department
of Trade and
Commerce

1.68 The Department of Trade and Commerce will provide Consulates with appropriate instructions, directories, records, and so forth, whether or not a trade officer is assigned to the post.

Trade and
Commerce
Instructions

1.69 At Consulates where there is a trade officer, consular officers are expected to maintain close liaison with him to ensure that no opportunity is lost to promote Canadian export trade. When the Head of Post is an External Affairs officer, the maintenance of a close and cooperative relationship is particularly important in order to ensure that the special facilities and contacts available to the Head of Post are not overlooked in the promotion of trade. Similarly, while the trade officer's major function will be trade, his relationship with the rest of the Consulate should be such as not to exclude him from participating to a reasonable degree in the general activities and operations of the Consulate.

Liaison
Between Trade
and Consular
Officers

1.70 - 1.75 - *Spares*

1.76 Because the tourist industry has become a vital part of Canada's national economy (in monetary value, the tourist industry amounts to several hundred million dollars annually) and because of the benefits in the form of increased understanding and closer relations which result

Promotion of
Tourism