

- "Trade of Canada—Imports" — DBS
- Local import and export statistics
- "Canadian Trade Index"
- "Fraser's Canadian Trade Directory"
- Other Canadian industry directories
- Local import regulations
- Local customs tariff
- Local tax regulations
- Local business and industry directories
- "Canada Year Book"
- "Canadian Government Publications"
- "Doing Business in Canada"
- Food and Drug Act and Regulations
- Income Tax Regulations
- Exhibitors' Kit (See Item 174)
- Guidance Manual

Commodity "Black Book"

154. A volume that requires additional comment is the Commodity "Black Book". (See Item 28.) An attempt is made, for every general fair at least, to compile a catalogue of pertinent information on each participating firm and its products. All available company literature and price information is included, as well as a summary of the firm's foreign representation and its instructions for the disposal of samples at the conclusion of the fair. (See Annex "G" for a sample information sheet.) Commodity Officers should be careful to indicate on each price list just how the information can be used, e.g. can it be quoted to all enquirers? Two copies of the "Black Book" are normally forwarded to the Trade Commissioner about 6 weeks prior to the fair, so that the information will be useful in finalizing a direct mail campaign.

RECEPTIONS

155. An official reception may be useful in creating publicity.
156. The Trade Commissioner who is considering a reception should examine what benefits will be derived from it. Thought should be given, if it is planned to hold the function at the exhibit, to the possible ill-will created by the necessary exclusion of the bulk of visitors to the fair who are forced to stand at a distance and watch invited guests being specially treated.