

INTRODUCTION

This is the second edition of the Department of External Affairs Trade Directory. Most of the publications that were listed in the first edition (March 1988) are still available. Several more have been added.

The conditions which prevented the first edition being distributed to the general public also apply to the second edition. Because of the following conditions, this directory is intended for internal use only. They are:

- Some trade publications are not available in both official languages. (In some cases, supplies of either the French or English have been depleted.)
- Some of the publications are dated and have questionable usefulness.
- The Department does not have a central distribution unit to respond to requests for publications. Distribution is often controlled by the divisions that have produced the publications.

The Department is now embarking on a "corporate trade identity" program which will include among other things:

- the creation of a central distribution unit for publications. This unit would stock brochures at a commercial warehouse and monitor stock levels;
- the production of a Departmental trade publications plan which would propose mechanisms to keep existing publications up to date, propose new publications where gaps now exist and ensure consistency in cover presentations and formats;
- Info Export, through its hot line service, would act as a referral point for trade publications and the fulfillment would be done by the distributing unit;
- the Trade Publications and Advertising Working Group (TPAWG) which reports to the Trade Communications Committee (TCC) will be the main fora used to review and put in place the above mechanisms.