
Trade Information

External Affairs and International Trade Canada's bi-monthly trade newsletter, **CanadExport**, with a national circulation of 38,500, keeps readers informed of international market opportunities. It also provides information on new projects offering export potential, changes in government programs and services that assist Canadian exporters, forthcoming events (e.g. trade fairs, missions and conferences), and export "success" stories and winning strategies.

To obtain copies of our trade publications, such as market guides, export newsletter, trade reports, please contact InfoEx (MKI), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa, Ontario K1A 0G2. Call toll-free: 1-800-267-8376 (Ottawa area: 944-4000). Fax: (613) 996-9709.

InfoEx also provides export assistance counselling to potential or existing exporters. If you need a point of contact or general export guidance, use our toll-free telephone number.

Centennial of the Canadian Trade Commissioner Service • 1894-1994

In 1894 John Short Larke became Canada's first professional trade commissioner when he was appointed by the Government of Canada to open an office in Sydney, Australia. Larke had previously been owner of a newspaper, the *Oshawa Vindicator*, and of the Oshawa Stove Company. After his appointment he toured a number of Canadian business centres, where he attended fairs and interviewed members of boards of trade. In December 1894 he embarked for Sydney, arriving there in January.

Since Larke's time, our trade officers have worked in many countries the world over, searching out opportunities for Canadian business. Today, there are some 518 located inside and outside Canada, linking Canadian business and industry with potential customers throughout the world.

The thrust of the centennial will be to look ahead to examine the evolving role of the Trade Commissioner Service in supporting Canada's international business development into the next century. A number of interesting events are being planned, and the participation of the Canadian and international business community will be welcomed.

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