

International Trade Department of External Affairs Commerce extérieur Ministère des Affaires extérieures

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External Affairs Canada Affaires extérieures Canada .

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# INTERNATIONAL TRADE

DEVELOPMENT BRANCH (TFB)

# ASSISTANT DEPUTY MINISTER

REG. H. DORRETT

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Dept. of External Affairs Min. des Affaires extérieures

AVR 11 1989

RETURN TO DEPARTMENTAL LIGRARY RETOURNER & LA DIBLIOTBEQUE DU MINISTERE

# JANUARY 1989

# INTERNATIONAL TRADE DEVELOPMENT BRANCH (TFB)

I	AGRI-FOOD, FISH AND RESOURCE PRODUCTS BUREAU (TAD)
II	CAPITAL PROJECTS AND SECONDARY INDUSTRIES BUREAU (TCD)
111	DEFENCE PROGRAMS AND ADVANCED TECHNOLOGY BUREAU (TDD)
IV	EXPORT DEVELOPMENT PROGRAMS AND SERVICES BUREAU (TPD)
v	TRADE DEVELOPMENT POLICY AND LIAISON SECRETARIAT (TFX)

# I AGRI-FOOD, FISH AND RESOURCE PRODUCTS BUREAU (TAD)

Robert Burchill Director General

(613) 995-0990

#### AGRI-FOOD DIVISION (TAA)

D.G. (Don) McNicol Director

996-3671

Acts as the focal point for trade development activities for primary agricultural products (breeding livestock, seeds, pulse crops, special crops, floriculture and horticulture products, hides, skins and furs) and processed foods (dairy products, eggs, pasta, maple syrup, honey, bakery products, confectionery, snack foods, fruits and vegetables, meats and beverages).

## FISHERIES DIVISION (TAF)

Richard (Dick) Ablett Director

#### 996-3537

Acts as a focal point for trade promotions and market development activities for fisheries and fish products including aquaculture. Coordinates international trade development activities with Fisheries and Oceans, ISTC, provinces and industry/trade associations.

#### RESOURCES AND CHEMICALS DIVISION (TAR)

E.L. (Ted) Gray Director

## 996-3418

Acts as a focal point for trade development activities for the forest products (lumber, plywood, secondary wood products, pulp and paper); metals and minerals (including peat moss); and chemicals (including petrochemicals, fertilizers, biologicals and pharmaceuticals) sectors.

Robert E. Pedersen Director General

(613) 992-8785

#### CONSUMER PRODUCTS DIVISION (TCC)

Norman W. Boyd Director

996-7290

Acts as the focal point for trade development for: consumer products sector, textiles, footwear, apparel, furniture, sporting goods, toys, houseware, giftware, jewellery, health care and cultural industries.

# EXPORT FINANCE AND CAPITAL PROJECTS DIVISION (TCF)

Roger Ferland Director

996-6210

Responsible for: coordinating export financing policy and operations, EDC liaison, CCC liaison, IFI procurement, promotion and administration of CRTA, provision of information on counter-trade, and provision of advice on assistance and protection for Canadian investments in non-traditional markets.

# MACHINERY AND TRANSPORTATION EQUIPMENT DIVISION (TCM)

Warren Maybee Director

#### 996-0550

Responsible for: environmental industries and special projects, amusement, health and sports equipment (commercial), secondary and service industries equipment, agricultural, construction and resource industry equipment, autos and automotive parts and equipment, urban transportation and rail systems and equipment, marine systems and equipment, electrical and electronic industry equipment, and energy industry equipment including oil and gas equipment.

#### III DEFENCE PROGRAMS AND ADVANCED TECHNOLOGY BUREAU (TDD)

J.E.G. Gibson Director General

(613) 996-1745

#### AEROSPACE, MARINE & DEFENCE PRODUCTS DIVISION (TDA)

Robert G. Woolham Director

996-0639

Responsible for: Marine Products and Services, onboard electronics, aircraft, airframe components, missile systems, specialty aerospace machining, casting and forging, aerospace consulting services, avionics, space based radar, satellites, "Build to print", security, nuclear biological and chemical (NBC) defence products, cold weather clothing, vehicles, armament and ammunition, weapons and ammunition, helicopters, airborne surveillance systems, landing gear systems, propulsion systems and components, aircraft R & O and finishing.

# INFORMATION TECHNOLOGIES AND ELECTRONICS DIVISION (TDE)

Norman Lomow Director

996-1891

International marketing responsibilities, both civilian and defence applications, for computer based technologies (hardware and software), telecommunications/datacommunications (voice, data and video communications, satellites, broadcasting and cable), remote sensing, industrial process controls, electronic components, geological and geophysical instrumentation, test and laboratory equipment, and electronics.

# DEFENCE PROGRAMS DIVISION (TDP)

Robert G. Sandor Director

#### 996-3437

Responsible for: Canada/U.S. Defence Production and Development Sharing Agreements; Research, Development, and Production Agreements with European countries; Defence Economic Relations; Access to US Defence Procurement; Assistance to Canadian companies in increasing defence related exports; North American Defence Industrial Base Organization; NATO Industrial Advisory Group and other infrastructure procurement; Annual HITEC Conference.

#### SCIENCE AND TECHNOLOGY DIVISION (TDS)

Allan S. Poole Director

996-0675

Responsible for: bilateral science and technology (S&T) relations and agreements; liaison with U.N. Agencies, OECD, IIASA, and other multilateral organizations on science; focal point for space policy collaboration and marketing; interdepartmental coordination of international aspects of S&T related to telecommunications, information technologies, advanced industrial materials, Arctic science and biotechnology; focal point for international activities on large science projects and administers the "Technology Inflow Program".

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Jon Swanson Director General

(613) 996-7201

#### EXPORT AND INVESTMENT PROGRAMS DIVISION (TPE)

Gaetan Bruneau Director

996-2939

Responsible for:

- PEMD Program
  government-planned activities (Fairs and Missions)
  - industry-initiated activities
- IDP Program: Investment Development Program

INTERNATIONAL TRADE CENTRES AND REGIONAL OPERATIONS (TPO)

Louise E. Fortin Director

996-8544

Responsible for the functional management and program coordination of the International Trade Centres (ITC's) across Canada; developing, monitoring and ensuring consistency in regional export trade development and priorities plans and operations; planning and management of major annual trade promotion and export awareness programs Canada Export Awards, Canada Export Trade Month and Export Marketplace; the organization and management of special trade events such as major market specific conferences; and for planning and managing an International Business and Export Education Program including the Centres for International Business Studies.

### TRADE PLANNING AND WIN EXPORTS DIVISION (TPP)

M. Waine McQuinn Director

#### 996-3024

Development and management of the annual computerized trade planning system and the quarterly tracking system; produces annual and ad hoc activity reports, develops, assembles and integrates these and other modules of trade information into the World Information Network; manages the development and implementation of WIN Exports including installation, training and user support and database development and maintenance.

### EXPORT AND TRANSPORTATION SERVICES DIVISION (TPS)

Graham Lochhead Director

996-2964

Responsible for: services to industry with respect to maritime and air transportation, trading houses, trade facilitation, electronic data interchange (EDI), franchising, leasing, and the distribution industries - forwarding, consolidation, customs brokerage, warehousing, port services, freight services, charters, surveys, courier and small parcel services.

Focal point for and coordination of transport policy matters, operations, aviation and vessel clearances, multilateral and bilateral shipping and air relations, road and rail transport, dangerous goods.

## V TRADE DEVELOPMENT POLICY AND LIAISON SECRETARIAT (TFX)

Ken Sunquist Coordinator

(613) 996-1775

### TRADE DEVELOPMENT POLICY

Stewart Hay Senior Advisor

996-7033

Provides strategic planning and evaluation for trade development programs and initiatives; formulates trade consultation strategies and provides support to senior management and Ministers in these areas.

#### TRADE DEVELOPMENT LIAISON

Marc St. Laurent Director

996-7167

Coordinates the Department's interface with the private sector, the provinces and other departments in the trade development area; develops strategies and program proposals to meet the needs of the departments clientele, and supports senior management and Ministers through organization of federal-provincial meetings and consultations on trade issues.

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