

PRESS RELEASE



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The Secretary of State for External Affairs, the Honourable Paul Martin, today announced that a Consulate General will be established next month in Milan, Italy and that the first Consul General and Trade Commissioner will be Mr. Alexander Bertram Brodie, a career Foreign Service Officer of the Department of Trade and Commerce. The new Consulate General will have jurisdiction in the regions of Emilia-Romagna, Lombardia, Piemonte, Trentino-Alto Adige, Veneto, Liguria, Trieste, Valle d'Aosta and Friuli-Venezia.

Canada maintained a trade office in Milan until 1940, but since the war there has been no official Canadian trade representation in Italy outside of Rome. Although the new Consulate General is being established primarily for trade purposes, it will also serve to facilitate travel and cultural exchanges between Canada and Italy.

Mr. Brodie was born in Westmount, Quebec, in 1912. He graduated from McGill University in 1936, joined the Canadian Army in 1942 and served overseas with the 21st and 15th Field Regiments, receiving his discharge in 1945.

He was appointed as an Assistant Trade Commissioner with the Department of Trade and Commerce on November 26, 1945, and served subsequently in Brussels, 1946-48, in Paris 1948-49, in Leopoldville 1949-50 and 1953-56, in Istanbul 1950-51, in Athens 1956-58, and in Tehran 1958-62. Since November 1962 he has held the position of Assistant Director (Personnel) of the Trade Commissioner Service of the Department of Trade and Commerce.

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Trade between Canada and Italy has expanded steadily since the war and reached a record \$126 million in 1962. Italy is now Canada's eighth largest customer and her seventh largest supplier. In

the past ten years, Canadian exports to Italy have increased by approximately 50%, from \$53 million in 1952 to nearly \$75 million in 1962. During the same period imports from Italy have increased fourfold, from \$12 million to just under \$52 million. In addition, there has been substantial Italian investment in Canada and Canadian companies have also invested in Italy.