

Again, these representatives are frequently called upon to obtain special information for the use of various State Departments and Producers' Boards in New Zealand.

As evidence of the useful work carried out by the Trade Commissioners may be mentioned the following instances:—

Under the quota system of importation of canned crayfish into France licenses were made to expire on a date which meant that the full quota allotted to New Zealand could not be exported within the duration of such licenses. The Trade Commissioner in Brussels was able to arrange with the French authorities to extend the expiry date by almost three months, thus enabling New Zealand exporters to take full advantage of the quota allotted to New Zealand.

After the conclusion of a trade agreement between Australia and Czechoslovakia the New Zealand Trade and Tourist Commissioner in Brussels was able to make arrangements whereby New Zealand apples entering Czechoslovakia received the same treatment as Australian apples, provided suitable packing certificates were supplied.

Difficulty was met with in importing New Zealand honey into Denmark, but the action of the New Zealand Trade Commissioner in Brussels in explaining the full position to the Danish authorities facilitated the granting of the necessary license for import.

Difficulty was experienced in connection with the shipment of New Zealand apples to Trinidad, but as the result of action taken by the New Zealand Trade and Tourist Commissioner in Toronto the apples were admitted, and no further difficulties have since arisen.

An instance might be quoted covering the action of the Honorary Agent for the New Zealand Government in Hong Kong, who has been instrumental in placing certain canned provisions on the Hong Kong market.

These instances, though chosen at random, will give some indication of the work carried out by the New Zealand Trade Commissioners in the development of New Zealand's export market in foreign countries, and the work of these Trade Commissioners is deserving of special mention, while the Department's thanks are also due to honorary agents and correspondents abroad for the ready assistance and close co-operation which have at all times been shown by them.

The Department further appreciates the services rendered by the High Commissioner's staff in London in connection with the carrying-out of trade inquiries on behalf of the Department.

EXHIBITIONS OVERSEAS.

During the year under review New Zealand participated in two major exhibitions—the Empire Exhibition at Johannesburg and the Canadian National Exhibition at Toronto. In addition to the latter exhibition, the New Zealand Trade and Tourist Commissioner in Toronto also arranged a display of New Zealand specialty food products at the Hotel and Culinary Exhibition sponsored by the Quebec Hotel Association at Montreal.

CANADIAN NATIONAL EXHIBITION.

This exhibition was held over the period 27th August to 12th September, and is an annual event, and last year marked the seventh consecutive year in which New Zealand had participated. The total number of people who visited the exhibition was 1,603,000, and of these, the greater number visited the New Zealand court.

The industrial exhibits forwarded by New Zealand manufacturers for display purposes created a very wide advertisement, and in two particular lines such was the demand made on the Empire shop at the exhibition that supplies were so depleted as to necessitate cabling to New Zealand for a further shipment.

Another section which created a very great deal of interest was that devoted to mothercraft and child-welfare which was arranged by the Royal New Zealand Society for the Health of Women and Children.

Participation in the 1937 exhibition has been arranged, as the publicity given to New Zealand's products and to its many tourist attractions is of great value to the Dominion.

JOHANNESBURG EMPIRE EXHIBITION.

This exhibition presented an unparalleled opportunity for the display of New Zealand's products in South Africa, with which Dominion our export trade is almost negligible. The exhibition authorities allotted to New Zealand a pavilion, and a suitable display of New Zealand life and activities was arranged by the New Zealand Commissioner, Mr. Maurice O'Brien. This display embraced manufactured articles (such as rugs, provisions, &c.), raw materials (wool and seeds), sporting goods and trophies, and also dioramas and photographs setting out our chief tourist attractions.

The New Zealand Commissioner was able, through contacts made at the exhibition, to gain first-hand knowledge of South Africa's requirements, and it is hoped that as a result we may be enabled to supply more of her needs. There is a market for our seeds, certain of our wool, hops, and tinned meats, while, no doubt, with suitable representation other of our products would find a ready market.

The exhibition was attended by approximately one and a half million people, and it is certain that the publicity given to New Zealand and the information obtained by the New Zealand Commissioner covering South African conditions will be of great value.