

"Previous winners have told us that the increased recognition generated by the Award has been an important marketing tool, helping to attract new customers abroad, and giving a substantial boost to employee morale," Mr. Crosbie said.

Last year's winners ranged in size from Med-Eng Systems with 15 employees to the Bombardier Inc.'s Canadair Division with more than 5,600 employees. Winning firms have also represented the spectrum of Canadian industry, from transportation to process technology, from agriculture to aircraft products.

Applications and information can be obtained by calling External Affairs and International Trade Canada's toll-free Info Export line, 1-800-267-8376, or by contacting International Trade Centres located in each province.

For more information, media may contact:

Media Relations Office
External Affairs and International Trade Canada
(613) 995-1874