

## CANADA EXPORT AWARD WINNERS

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### **Canadian Helicopters**

P. O. Box 5188  
St. John's, Newfoundland A1C 5V5

Canadian Helicopters, with headquarters in St. John's Newfoundland, employs about 950 people and operates 196 helicopters in Canada and around the world. The company's advanced fleet of helicopters has supported drilling rigs in a number of countries, and is currently supporting contracts in 11 countries: Ecuador, China, Egypt, Thailand, the United States, New Zealand, Morocco, Bangladesh, Gabon, the Philippines, and Trinidad. In 1987, export sales accounted for 60 percent of Canadian Helicopters' business. In that year, the eastern division of Canadian Helicopters, Sealand Helicopters, opened a permanent sales office in Quito, Ecuador. Penetrating the South American market was difficult and time-consuming, but the company achieved its goal in the face of strong competition from the United States, France and the United Kingdom.

Contact: Christine Baird, Manager-Special Projects/TEL: 709-570-0721

### **CHAMPION ROAD MACHINERY LIMITED**

P. O. Box 10  
160 Maitland Road  
Goderich, Ontario M4Y 1N1

The Champion name has been associated with road graders since 1886. Based in Goderich, Ontario, Champion, employs about 700 people in the manufacture and distribution of road graders, attachments and parts. The company has been exporting for over 30 years, and in 1987 exports accounted for over 60 percent of the company's business. Champion does business in 90 countries around the world, with major markets the United States; Europe; Africa; South and Central America; Australia, and South East Asia. Champion has succeeded in South East Asia despite Japan's dominance of the market through increased sales calls and a joint venture in Thailand. Champion's marketing tools include promotional videos, product brochures and attendance at trade fairs.

Contact: Bruno Lapaine/TEL: 519-524-2601

### **Clearwater Fine Foods Inc.**

757 Bedford Highway  
P. O. Box 310  
Bedford, Nova Scotia B4A 2X3

Based in Bedford, Nova Scotia, and employing about 4,000 people, Clearwater Fine Foods Inc. grows, harvests, processes and markets seafood on both Pacific and Atlantic coasts.