

Most of the events planned during October for Export Trade Month represent a co-operative effort of business and industry organizations, the universities, labor, individual business leaders, and the federal and provincial governments. I want to note specifically the very positive response from the provincial governments. This same nation-wide cooperative effort is symbolized by the jury members who made this year's award choices.

Let me salute them now. They are a distinguished group. I want to thank them for their contributions of time and energy which have helped to make the Canada export award such a prestigious honour.

As in last year's competition, the jury members have had difficult choices to make. The calibre of the nominees was very high. It speaks well for Canadian business too that although there were no instructions to this effect, the award recipients represent many industrial sectors, every region, and both smaller and larger enterprises.

The criteria for the Award are demanding. They require that a firm have shown a significant achievement in export marketing, in terms of sales, financing or promotion of export trade. These achievements are measured by increases in sales over the three most recent fiscal years, by success in penetrating new markets, and by success in introducing new products into the world market. Additional factors assessed include the level of Canadian content, the range of markets where sales are made, the retention of market share in the face of strong foreign competition and the ratio of a firm's export sales to total sales.

If you examine the criteria I've just outlined, you'll see that meeting them means, by definition, besting the international competition.

What is most notable about the Export Award recipients is that they've proven it is possible for Canadians to compete and win in world markets. They've won this award by doing precisely what it is we must do as a nation to maintain our prosperity. They set themselves tough goals and achieved them.

In the process, they've set a standard of skill and excellence which the rest of us must aspire to if we are to succeed in world markets.

As we prepare to honor representatives of these firms with the presentation of the Canada Export Award, I will conclude with this thought. Our country today is facing serious economic problems. The solution, or part of it at least, is for Canadians to become first class world traders. The recipients of today's award have shown us how to do it.