

# THE CANADA EXPORT AWARDS

**N**ow more than ever, exports are essential if Canadians are to maintain their high standard of living in an increasingly competitive global environment. By trading successfully, Canadians can strengthen and enhance their prospects for economic growth.

Each October, the Canada Export Awards are presented to Canadian companies in recognition of their achievements in exporting their products and/or services to markets around the world. In so doing, the recipients of the Awards contribute significantly to Canada's economic security and growth.

Applications for the Canada Export Awards are reviewed by a selection committee of Canadian business leaders. This year's recipients will be announced at a special ceremony in Toronto on October 4, 1994. The Awards presentation is held in conjunction with activities marking the centenary of the Trade Commissioner Service, and in association with the 50th anniversary of the Export Development Corporation and the 51st annual convention of the Canadian Exporters' Association.

Winning firms are featured in nation-wide promotions that recognize their success and encourage others to emulate their performance as exporters. Since the program's inception in 1983, 158 successful companies, selected from some 2,500 applications, have received these valued Awards. According to past winners, the recognition associated with winning the Canada Export Award has been invaluable in their marketing and promotional efforts, in raising their profile at home as well as attracting new customers in foreign markets, and in giving employees a sense of pride and accomplishment.

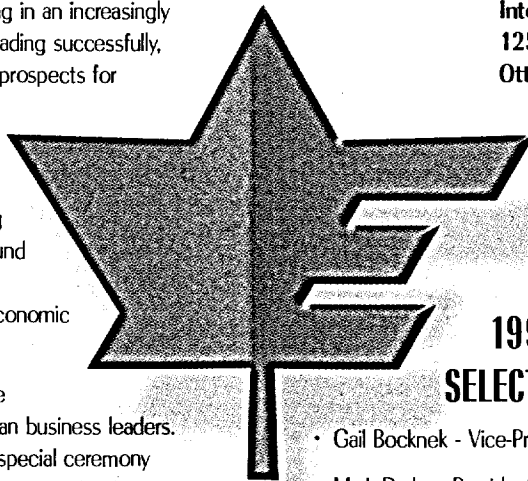
## How to apply

Eligible companies must be resident in Canada and actively exporting for at least three years. In choosing the winners, the selection committee considers a company's performance in:

- introducing new products and services into world markets;
- significantly increasing export sales;
- holding markets in the face of strong competition;
- attaining a high level of Canadian content;
- achieving a high ratio of export sales to total sales.

**For information on the Canada Export Award Program, please contact:**

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## 1994 CANADA EXPORT AWARD SELECTION COMMITTEE MEMBERS

- Gail Bocknek - Vice-President, Bocknek Ltd. (Rexdale, Ontario)
- Mark Drake - President, Canadian Exporters' Association (Ottawa, Ontario)
- Patricia Glenn - President, Proactive Technology Trading Ltd. (Calgary, Alberta)
- Garth Jenkins - President, Abegweit Seafoods Inc. (Charlottetown, Prince Edward Island)
- Jean-Marc Leblond - Vice-President, Sales, LAB Chrysotile, Inc. (Thetford Mines, Quebec)
- David Robbie - Vice-President, Trade Finance Division, CIBC (Toronto, Ontario)
- Brian Schumacher - Assistant Deputy Minister, International Business Development Branch and Chief Trade Commissioner, Department of Foreign Affairs and International Trade, Government of Canada (Ottawa, Ontario)