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THE CANADA EXPORT AWARD

FOREWORD

Canada is a trading nation. Exports account for three million Canadian jobs and one-third of everything produced. It is fitting, then, to honour those Canadian firms that have substantially contributed to the expansion of Canada's export capability. The Canada Export Award is a symbol of excellence in exporting.

The Minister for International Trade presents a limited number of awards each year to exporting firms, selected by a panel of prominent business people on the basis of demonstrated superior performance. Canadian companies receiving the award are justifiably acclaimed not only for increasing exports, but also for successfully introducing new products or penetrating new markets.

Of 1 350 entrants competing for this honour in the program's eight-year history, 109 companies have won the award. The winning companies range in size from large established corporations to small private companies.

A survey of the eight-year period between 1983 and 1990 showed that 23 per cent of Canada Export Awards went to small companies (fewer than 100 employees); 27 per cent were won by large companies (1 000 employees or more); and the remaining 50 per cent went to medium-sized companies. In terms of total sales, 44 per cent of winning companies had sales of \$50 million or more; 48 per cent had sales between \$5 million and \$50 million; and 8 per cent had sales of \$5 million or less. They represent a broad spectrum of Canadian industry, from agricultural and food processing to transportation equipment, chemicals and electronics.

Export Award winners have reported that the recognition they receive through the awards has been an important marketing tool, raising the company's profile at home, attracting new foreign customers and giving a real boost to employee morale. Winners may use the Canada Export Award logo in their advertising and promotional materials for three years following their receipt of the award. National and local exposure is given to the winning

Lovat Tunnel

Equipment Inc.

"Winning one of the Canada Export Awards

has proved to be very fruitful for Lovat

Tunnel. The recognition from being a recipient of

this prestigious award has aroused much

outside interest in Lovat Tunnel, and has given

us easier access to Canadian Embassies, banks and suppliers."

Rick P. Lovat, P.Eng.,

Vice-President

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