

Canada Export Awards Gearing Up for '97

No sooner had the lights settled on a successful Canada Export Awards ceremony than the people at the Awards office started gearing up for 1997.

On October 7 in Winnipeg, Minister for International Trade Art Eggleton presented Canada Export Awards to 10 leading exporters.

The 1996 winners showed that you don't have to be big to succeed globally. **Aztech New Media Corp.** of Don Mills started out in 1992 in a basement room. It now employs 20 people and exports its CD-ROM titles to 25 countries worldwide. **Dartmouth's Acadian Seaplants**, with about 100 permanent staff, exports 95 percent of its seaweed-based products to over 35 countries. And five-year-old **Option Snowboards** of Vancouver increased its staff from three to over 60 in capturing a considerable share of the world snowboarding market.

But large companies are certainly not at a disadvantage when it comes to competing internationally. Many of Canada's biggest and most respected exporters were among this year's winners, including **Ault International**, the global arm of Etobicoke-based Ault Foods Limited which employs over 2,800 people; two Quebec aviation companies, **CAE Electronics Ltd.**, over 3,600 and **Bombardier Aerospace Group**, a division of Bombardier Inc. which employs over 23,000; and Ottawa's high-tech **Cognos Inc.**, whose software is used by over 12,000 companies around the world and

which employs some 1,000 people.

In between are solid medium-sized companies like Guelph, Ontario's **Glegg Water Conditioning** which specializes in water purification systems, Steinbach, Manitoba's **Loewen Windows** which employs over 700 and increased 1990 export sales from 1 percent to almost 50 percent in 1995.

For only the second time in the Award's 14-year history a company was presented with the prestigious Canada Export Lifetime Achievement Award. This year, telecommunications leader **SR Telecom** of St. Laurent, Quebec, received its third Award, having also won in 1989 and 1992.

Sponsored by three organizations well known for their efforts on behalf of Canadian exporters, CIBC, Export Development Corporation and the Stentor alliance of telecommunications companies, the Canada Export Award program enters its 15th year of celebrating Canadian "excellence in exporting."

The race for the 1997 Awards is on. If you know of Canadian companies that are doing well in a market or markets, contact Beverly Hexter (tel: 613-996-2274; fax: 613-996-8688) as soon as you can to nominate them for next year's campaign. The deadline for receipt of applications is April 15, 1997.

And if you're interested in viewing the Winnipeg presentation ceremony you can also contact Beverly to borrow a VHS video copy.



Once a Trade Commissioner...

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important trade show far away. The fact that we had paid for our travel in any event meant that the manufacturers had only "local" costs to support and thus the trip to Asia and the South Pacific was attractive to many. In addition to the manufacturers which we represented, we also represented the Canadian Commercial Corporation (CCC).

Because of our on-the-ground contacts based upon past friendships as a TC, the Canadian firms were delighted with the efforts, perhaps in particular because we were able to devote all of our time to their specific needs and to compliment the role of the TC at

such a busy time. The end result of the efforts was not limited to the six representational agreements covering fifteen countries which we signed on behalf of the firms, nor the hi-tech production and development joint ventures being negotiated in Singapore and China. It also included the production of a 35 page market survey on aerospace, component manufacturing, and capital project opportunities in Asia-Pacific.

As I said at the start, you can continue to have a lot of fun being a TC, after retirement, by assisting the firms you know so well, while helping the service — and the food in Asia is great!