

Fifteen companies, ranging in size from small to large, were selected as the first recipients of Export Awards, based on their recent excellent performance. The Awards were presented at the annual meeting of the Canadian Export Association. Award winners are listed in Appendix IV.

The Board also feels that a clearing house is needed to disseminate information on programs and seminars on a regular basis, and suggested that an Information Centre under the auspices of the International Business Research Centre of the Conference Board of Canada could undertake this co-ordinating function. The Centre is now in the process of being established and will be fully operational within the next few months.

During the spring and early summer several members of the Board gave support and advice to the Canadian Foundation for Economic Education in respect to the preparation of course material for use at the high school level in Canada. Major funding for this project was provided by the Department of External Affairs. The course material, expected to be available this fall, is intended to introduce students to Canada's role in international trade and the importance exports play in our economy.

Another recommendation by the Board was to include labour representatives in appropriate government trade missions, both at the federal and provincial level, in order to broaden the representation on missions and enhance the level of awareness of the situation in export markets.

Trade Commissioner Services (Chairman: Bill Rix)

Concerns had been raised as to whether the quality and effectiveness of the services provided by Trade Commissioners to Canadian exporters had changed since the reorganization in January 1982, which moved trade responsibilities from the former department of Industry, Trade and Commerce to External Affairs.

Recently, the Canadian Export Association and the Canadian Chamber of Commerce jointly polled their members to determine perceptions of changes in the level of service. In general terms the results of this survey were reassuring. Seventy percent of those replying said that the service was the same or better since integration, while only ten percent believed that the level of service had declined. However, some problems remain. There are indications of deterioration in information flows from the posts to the business community, and the length of postings in certain "hardship" locations remains too short for effective results. Further investigations will be made in these areas.
