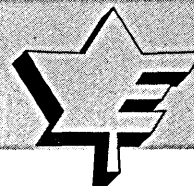


Canada Export Award Sponsors Share in Trade Publicity Spotlight



It cannot be said that the people behind the Canada Export Award Program are resting on their laurels. No sooner had the stage lights gone down on International Trade Minister Sergio Marchi's highly successful debut at the October 6, 1997, presentation ceremony than plans were being made to launch the 1998 campaign.

The priority

The first priority for 1998 is selecting a third official sponsor to lend its support to this high-profile and prestigious award program.

The successful applicant will complement the two other official sponsors — the Canadian Imperial Bank of Commerce (CIBC) and Export Development Corporation (EDC) — which, under the theme *Partners in Trade*, joined the Department of Foreign Affairs International Trade (DFAIT) in 1995.

The program

The goal of the program is to communicate the great many international business opportunities available to Canadian firms and to celebrate Canada's success in the global marketplace.

Through the Canada Export Awards, the Department recognizes the exporting achievements of a select group of Canadian enterprises. These companies are presented with a Canada Export Award by the Minister for International Trade at a special ceremony held annually in October, in conjunction with the Annual Meeting of the Alliance of Manufacturers & Exporters Canada. This year's ceremony, to take place in Calgary, is expected to draw 500-600 business and government leaders from across the country.

The promotion

As official corporate sponsors of the Canada Export Awards, organizations are prominently featured in all aspects of the program, particularly in publicity activities and materials. This gives sponsors valuable exposure to potential clients, customers and partners throughout Canada and abroad.

In 1997, for the first time, sponsor-branded awards were named for each corporate sponsor, reflecting their priority — i.e., the CIBC Job Creation Achievement

and the EDC Smaller Exporter Achievement. The new corporate sponsor will also be given this recognition.

The award's extensive national publicity campaign includes the following elements:

- Over 1,200 press kits are distributed to media representatives in Canada and abroad, including a ministerial press release, success stories on each winner and recognition of the corporate sponsors.
- A special supplement is included in a number of national magazines and newspapers such as *Report on Business*, *Canadian Airlines Inflight*, and *Les Affaires*. Each corporate sponsor is given one panel of the supplement for their message. Copies of the supplement are provided to each winner and to the corporate sponsors, and are sent to all of DFAIT's trade offices across Canada and embassies and consulates around the world.
- The supplement is also provided to DFAIT's Canadian Foreign Service Institute, to be used as part of the Institute's International Business Development Program, emphasizing export promotion for all trade commissioners. Canadian International Business Centres located at nine universities in Canada also use the supplement and video clips as part of their MBA program.
- The supplement is also inserted in *CanadExport* and is available through the bulletin's on-line edition and the DFAIT/Canada Export Awards Internet site. It is hot-linked to each sponsor for inclusion in their Internet sites.
- Complementing the print component of the campaign is a Canada-wide radio campaign. Individualized 30- and 60-second radio spots on each of the winning companies will be broadcast intensively in the winners' immediate listening area over a two-week period in October. Sponsors are acknowledged in each of these spots.

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