

There have been 95 winners of the Canada Export Award since the program started in 1983. The Awards are sponsored by External Affairs and International Trade Canada as part of its continuing role in promoting trade-related activities and informing Canadian exporters of the various programs and services available to them. Both seasoned exporters and export-ready companies can obtain current export information by contacting any of the 11 International Trade Centres located across Canada or via Canadian Trade Commissioners abroad. Further information on export programs and services, including details on export assistance programs can be obtained through the InfoExport hotline at 1-800-267-8488. In fiscal year 1988/89, Canada's 818 trade officers working worldwide helped Canadian business generate \$5.1 billion worth of exports.

"External Affairs and International Trade Canada is committed to the advancement of Canadian export interests. The key element in exporting success however, is the determination and initiative of Canadian companies. The Canada Export Award recognizes the achievement of these efforts. This year's winners are indicative of the ingenuity required to succeed in the years to come, and a source of pride for all Canadians", Crosbie added.

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For further information media may contact:

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