

Winning companies are presented with a plaque bearing the Canada Export Award logo and a citation of the firm's exporting accomplishments. They also receive a Canada Export Award pennant and a variety of Award souvenirs for the company's employees.

The winners are featured in a nation-wide government advertising campaign and can use the logo in their advertising and promotional efforts for three years after receiving the Award. Past winners have reported that the recognition they have received from the Award has been an important marketing tool, raising their company's profile at home, attracting new customers abroad and boosting employee morale.

Minister Crosbie said, "The conditions of international trade are changing every day. We, as Canadians, must decide how we are going to meet these challenges. It is fitting then to honour these Canadian companies that, through their ingenuity and determination, have helped Canada to maintain its long-standing tradition as one of the world's leading trading partners."

The Canada Export Awards are sponsored annually by the Department of External Affairs and International Trade as part of its continuing role in promoting trade-related activities and informing Canadian exporters of the many programs and services available to them. The presentation of the Awards is the first in a month-long series of events that mark October as International Trade Month in Canada.

Minister Crosbie added, "The Government is playing a significant part in helping Canadian companies compete in the global marketplace. In 1988/89, our programs and services helped generate over \$5 billion worth of business for Canadians. A Free Trade Agreement with the U.S. has made trade with our major partner more open and secure. "Going Global", an ambitious market development strategy encompassing trade, investment and technology transfer has been launched, targeted on the three mega-markets of the U.S., the European Community, and the Pacific Rim. At the same time, Canada has been an important participant in the Uruguay Round of the Multilateral Trade Negotiations in Geneva to ensure a freer and fairer international trading system."

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