



2 Selection Criteria

The Canada Export Award Selection Committee, in its review of applications for the award, will look for concrete evidence of significant achievement in export markets in terms of the sale of goods or services. It will also consider particular merit in activities conducted in relation to the promotion, financing or facilitation of export sales by Canadian firms. The committee will be guided by, but not limited to, the following criteria:

- a. the extent to which the firm (over its latest three fiscal years) has shown significant increases in its export sales;
- b. success in breaking into new markets;
- c. success in introducing new export products into world markets.

Other achievements by firms in export markets that contribute to Canada's economic well-being or to the significance of the organization as a world class exporter will also be considered. These include the following:

- level of Canadian content;
- range of markets;
- holding of markets in the face of strong foreign competition; and
- the ratio of the firm's export sales to its total sales.

3 Certification

Applications will be considered only when a senior executive of the applying firm signs the form on the last page of this brochure (or a reasonable facsimile thereof) confirming that all information provided in support of the application can be substantiated. Applicants should also note that a small portion of the firms applying for the award may be asked to provide an auditor's certificate at a later date. For the purpose of this application, however, an auditor's certificate is not required.



All financial information provided by an applicant will be treated in a commercially-confidential manner and will not be released to outside organizations without the specific consent of the applicant.

4 Presentation of Awards

The Canada Export Awards will be presented by the Minister for International Trade at a special presentation ceremony to be held on October 3, 1988 in Calgary in conjunction with the Annual Meeting of the Canadian Exporters' Association.

5 Nomination

Individuals, associations, organizations or governments may nominate firms for a Canada Export Award. Nominators must ensure that the name of a senior official and the Canadian headquarters address of the firm are made known to the Canada Export Award Program Office (address appears in Section 6) no later than May 20, 1988 to permit notification of the firm and completion of the application by the firm nominated.

Firms do not need to be nominated to apply.