

May 15 Deadline

# Canada Export Award Open to Applicants

The Canada Export Award program, now in its twelfth year, invites successful Canadian exporters to enter the 1994 competition. The Award, presented by the Department of Foreign Affairs and International Trade (DFAIT), is highly regarded by the business community as a symbol of success in the increasingly competitive world of international trade.

**Who is eligible?**

Applications to the Canada Export Award program are open to all firms or divisions of firms resident in Canada that have been exporting goods and/or services for a minimum of three years. Trading houses, financial institutions, transportation, market research, packaging and promotion firms are also eligible.

**How are the winners chosen?**

The Canada Export Award Selection Committee, made up of experienced business people from across Canada, consider the following criteria, among others, in choosing the winning companies:

- the extent to which the firm (over its latest three fiscal years) has shown significant increases in export sales;
- success in breaking into new markets;

**For a Canada Export Award application, send this coupon to:**

Canada Export Award Program  
Trade Development Operations Division (TOO)  
Department of Foreign Affairs and International Trade  
125 Sussex Drive, Tower C, 5th Floor  
Ottawa, Ontario K1A 0G2

Fax: (613) 996-8688    Telex: 053-3745    Telephone: 1-800-267-8376

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Telephone No.: \_\_\_\_\_ Fax No.: \_\_\_\_\_

Address: \_\_\_\_\_

City, Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

- success in introducing export products into world markets.

**What can the Award do for you?**

The Canada Export Awards are presented annually by the Minister for International Trade at a special ceremony attended by key members of the export and business community. Firms receiving the Award can use the Canada Export Award logo on letterhead, advertisements and other promotional material for three years. National and local publicity and promotion campaigns also supports the presentation of the Award.

Winning companies report that the recognition they have received from the Award has been an important marketing tool, raising the companies' profile at home, attracting new foreign customers, and giving a real boost to employee morale. The Canada Export Award logo, coupled with the company's name, identifies the firm as an outstanding export achiever and serves to remind all Canadians of the importance of trade, particularly exports, to the country's economic well-being.

Applications for this year's Canada Export Award program must be received by May 15, 1994.

To receive an application or for more information, businesses should contact the InfoEx Office of the Department of Foreign Affairs and International Trade, toll-free at 1-800-267-8376, or mail or fax the above coupon.

**CANADEXPORT**

ISSN 0823-3330

Editor-in-Chief: Sylvie Bédard

Editor: Don Wight

Layout: Don Wight

Publishing: LEAHY C&D

Telephone: (613) 996-2225

Fax: (613) 992-5791

Circulation: 38,500

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*CANADEXPORT* is published twice monthly, in both English and French, by the Department of Foreign Affairs and International Trade (DFAIT), Trade Communications Division (BCT).

*CANADEXPORT* is available in Canada to interested exporters and business-oriented people. For subscription send your business card. For address changes and cancellations, please send your mailing label. Allow four to six weeks.

Mail to: *CANADEXPORT* (BCT), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2.

**Number to Note**

The correct telephone number for the Canadian Embassy in Tunis, Tunisia is: (011-216-1) 798-004.