



news release

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MACLAREN CONGRATULATES CANADA EXPORT AWARD WINNERS

Ten of Canada's leading exporters are being presented with 1994 Canada Export Awards at a special ceremony at the University of Toronto's MacMillan Theatre on October 4, 1994.

This year's recipients were chosen from 252 candidates by a panel of Canadian business executives. Winning companies from coast to coast export a wide range of products and services, from sophisticated information technology systems and environmentally friendly packaging to unique home furnishings and agricultural and transportation equipment. In the program's 12-year history, 158 Canada Export Award winners have been selected from over 2500 applications.

"The Canada Export Award Program provides an excellent opportunity to recognize publicly the dedication, perseverance, professionalism and excellence of some of Canada's leading exporters," said the Honourable Roy MacLaren, Minister for International Trade. "Winners of the Award are a source of inspiration for all those companies striving to achieve international success and I am confident that, by celebrating their success, others will be encouraged to follow their example."

With the signing of the North American Free Trade Agreement and the coming into force of the new World Trade Organization, Canadian exporters will have better access for their products and services. "Canadian firms must now take advantage of the results of these trade policy initiatives and pursue aggressively new opportunities, not only in our traditional American and European markets, but also in the fast-growing markets of Asia and Latin America," the Minister said.

Mr. MacLaren noted that: "The intensely competitive nature of today's global economy has forced Canadian firms to increase their productivity and the quality of their operations and products. The employees who have devoted their talents and skills to the success of these companies deserve the recognition of their fellow Canadians. It is through their efforts that