



Applications Invited for 1998 Canada Export Awards

Following another successful year, the Canada Export Award Program is accepting applications for the 1998 awards. Minister for International Trade Sergio Marchi will present the awards in Calgary, Alberta, on October 5, 1998.

Each year, 10 to 12 *Canada Export Awards* for overall export achievement are presented. This year, for the first time, the program's corporate sponsors — Canadian Imperial Bank of Commerce and Export Development Corporation — will each recognize one of the winners in the areas of job creation achievement, smaller exporter achievement, and innovation and technology achievement.

Since the program's inception in 1983, 200 Canadian exporters, selected from over 3,200 applications, have received the prestigious *Canada Export Award*.

Who can apply?

Any firm or division of a firm resident in Canada that has been successfully exporting goods or services for at least the past three consecutive years — 1995, 1996, 1997 — can apply.

Trading houses, financial institutions and firms in transportation, market research, packaging and promotion are also eligible.

How are winners chosen?

Winning entries are chosen by the *Canada Export Award Selection Committee*. This group of experienced business people from across Canada considers the following criteria, among others, in choosing the winning companies:

- the extent to which a firm has increased export sales over the last three years,
- a firm's success in breaking into new markets, and

- a firm's success in introducing export products into world markets.

What can the award do for you?

Winning companies can use the award logo on their products, letterhead, advertisements and other promotional material for three years. A national and international publicity and promotion campaign, built around the winners, highlights their accomplishments in the international marketplace. In addition, individual sponsors undertake promotional campaigns on behalf of the winning companies. Included are such activities as conferences and speaking opportunities, dinners and receptions, advertising and promotional material.

Current and past winners report that the recognition they receive from the award has been an effective marketing tool and has helped to raise their profile at home, attract new foreign customers and boost employee morale.

A 1992 winner, Lyne Riese, President of Canadian Lake Wild Rice in La Ronge, Saskatchewan, described his experience as "all positive" because it helped to reassure suppliers in other countries. Riese estimates that exports account for about 90 per cent of the company's sales, which have grown 35 per cent since winning the award.

Applications for the *1998 Canada Export Award Program* must be received by April 15, 1998.

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

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

Facsimile: (613) 996-8688 Telephone: 1-888-811-1119

Name: _____

Title: _____

Company: _____

Address: _____

City, Province: _____ Postal Code: _____

Telephone: _____ Facsimile: _____