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INTERNATIONAL TRADE MINISTER PRESENTS

CANADA EXPORT AWARDS IN TORONTO

The Minister for International Trade, the Honourable James Kelleher, today presented Canada Export Awards to 14 companies chosen for their exceptional performance in exporting over the past year.

The Minister made the presentations at a special ceremony in Toronto highlighting Canada Export Trade Month. The event was held in conjunction with the annual meeting of the Canadian Export Association.

The Minister told the several hundred trade, business and media people present, "Trade Month is intended to heighten public awareness of the key role played by exports in the Canadian economy. The relationship between export activity and employment is direct, and central to our well-being as a nation."

He said, "We're honouring these firms today because they set tough goals and achieved them. In the process, they've set a standard of skill and excellence which the rest of us must aspire to if we are to succeed in world markets."

Aggressive marketing by a small firm with a unique product won special mention for Dicon Systems Limited of Weston, Ontario. The company exports residential smoke alarms to the U.S.A., Denmark, Sweden, Norway, and Finland.

Exceptional performance, initiative, adaptability, delivery with service and aggressive marketing were attributes cited for the remainder of the Award recipients.

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