



DEPARTMENT OF EXTERNAL AFFAIRS  
MINISTÈRE DES AFFAIRES EXTÉRIEURES

# communiqué

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## CANADIAN EXPORT AWARD To 15 CANADIAN FIRMS

The Honourable Gerald Regan, Minister of State (International Trade), was pleased to announce today the names of the 15 firms selected to receive the first Canada Export Award.

Mr. Regan will, tonight, present the Awards to the Chief Executive Officers of each of the winners at a special ceremony sponsored by the Department of External Affairs, as part of its Canada Export Trade Month, at the Canadian Export Association's 40th annual convention in Ottawa.

In his address to the CEA's 40th annual convention at the time of the presentations Mr. Regan praised all the Canada Export Award applicants on the quality of their performance. He noted that over the past three years the average annual growth rates of all applicants was 54% and that 70% of their total production of goods and services was exported in 1982. "I was most impressed by the standard of achievement set by these firms. Each can be proud of its performance", he said. "It is obvious that the selection committee did not have an easy choice in its selection of the 15 winning firms. To the winners of the first annual Canada Export Award I give my heartiest congratulations. Their accomplishments have set the standard for others to strive for".

Firms chosen to receive the Award from a field of over 250 applicants were selected by a committee made up of Mr. T.M. Burns, President, Canadian Export Association, Mr. C.T. Charland, Assistant Deputy Minister, Latin America and Caribbean Branch, Department of External Affairs, Mr. A. Deschamps, Director, International Affairs, Canadian Manufacturers' Association, Mr. K. Hendrick, President, Noranda Sales Corporation, Mrs. L. Nichol, President, Pirjo-Liisa Fashions Ltd. and Mr. J. Warren, Vice Chairman, Bank of Montreal. In assessing the export performance of all applicants to arrive at a decision, the committee looked for outstanding achievement through: strong growth in export sales; the introduction of new products to the export market; entry into new export markets; and/or outstanding service to the exporting community.

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