

## *Exporting Excellence Rewarded!*

**O**ur premiere export awareness program, the Canada Export Awards, was held last year in association with the reception celebrating the 50th anniversary of the Export Development Corporation and the 51st Annual Convention of the Canadian Exporters' Association. The 1994 winners, chosen from 252 nominees, were highlighted in a special supplement to *CANADEXPORT* (See Vol.12, No.19, November 14, 1994). Nineteen ninety four marked the twelfth year the awards have been presented.

We trust you found the profile clips of the winners informative. If by some chance your post did not receive a copy of the video, please contact Beverly Hexter, Trade Officer, who is responsible for this highly successful program. She can be reached via E-Mail, facsimile at (613) 996-8688, or telephone at (613) 996-2274.

Canada Export Award winners have reported that the recognition they receive from winning the award has been an important marketing tool for them, in raising the company's profile at home and attracting new foreign customers. Winners often become participants in our export awareness and

trade development activities and are invited to serve on trade advisory committees. All trade officers are encouraged, where appropriate, to include current and past award winners in their promotional program plans. All winners are listed in WIN Exports under Directories (access via the Company Search Criteria). In addition, their company profiles indicate that they are award winners.

**T**he Canada Export Award Secretariat (TOO) is now seeking nominations from you for the 1995 awards. Applicants must be firms, or divisions of firms, resident in Canada that have been exporting goods or services for at least the three previous consecutive years. This is an excellent opportunity for you to indicate to your client(s) that you are impressed with their exporting performance by nominating them for the Award. In the past, companies have indicated their appreciation of being nominated. TOO contacts each of these companies and credits you with the nomination, thereby reminding the client that you thought highly enough of their capabilities to nominate them. Send your nominations to Beverly Hexter/TOO by April 15, 1995.

### *1994 Canada Export Award Winners*

- ① **Andyne Computing Limited;** Kingston, ON
- ② **Champion Feed Services Ltd.;** Barrhead, AB
- ③ **Emery International Developments Ltd.;** Markham, ON
- ④ **Kvaerner Hymac Inc.;** Laval, QC
- ⑤ **Mitel's Semiconductor Division;** Ottawa, ON
- ⑥ **Nadeau (division Shermag);** St-François de Madawaska, NB
- ⑦ **Ultimate Technographics Inc.;** Montréal, QC
- ⑧ **Versatile Farm Equipment Operations;** Winnipeg, MA
- ⑨ **WaterSpring Bed Company Inc.;** Mississauga, ON
- ⑩ **Western Star Trucks;** Kelowna, BC