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MINISTER SEEKS EXPORTING EXCELLENCE

The Honourable James Kelleher, Minister for International Trade, has launched the third annual Export Awards Program to recognize excellence in Canadian companies competing abroad.

Approximately 18,000 applications to date have been distributed to Canadian companies in the exporting arena. Deadline for their return is July 12, 1985. Applications may still be obtained by calling Info Export, 1-800-267-8376.

A maximum of fifteen Awards will be presented to companies based on their success in introducing new export products into world markets; expanding into new markets; increases in sales over last three years; Canadian content; diversity of markets; holding markets in the face of strong foreign competition and the ratio of export sales to total sales.

The Selection Committee for this year's awards is composed of prominent Canadians from the business community: Mrs. Liisa Nichol (President, Pirjo Liisa Fashions); Mrs. Anne Bower (Business and Economics Editor, Financial Post); Mr. Jake Warren (Vice-Chairman, Bank of Montreal); Mr. Reg Barclay (Corporate Secretary, Seaboard Lumber Sales); Mr. Frank Petrie (President, Canadian Export Association); Mr. Charles Garneau (Director, International Affairs, Canadian Manufacturers' Association); Mr. Ben Beneteau (Vice-Chairman, Northern Telecom Ltd.); and, Mr. Al Kilpatrick (Assistant Deputy Minister, International Trade, External Affairs).

The Awards will be presented in Export Trade Month on October 8, 1985, during the annual meeting of the Canadian Export Association at the Hotel Bonaventure, Montreal.