

Backgrounder

THE CANADA EXPORT AWARDS

The Canada Export Awards are presented annually by the Minister of Industry, Science and Technology and Minister for International Trade to Canadian companies in recognition of their success in exporting to foreign markets.

Presentation of the Canada Export Awards takes place each October as part of the Canada International Trade Month (CITM). The CITM includes a series of events and activities showing how trade contributes to Canada's prosperity.

A panel of business leaders and exporters from across Canada considers the following criteria in selecting the winners of these Awards:

- success in introducing new export products or services into world markets;
- significant increases in export sales;
- holding markets in the face of strong competition;
- a high level of Canadian content; and,
- a high ratio of export sales to total sales.

Winning firms may use the Canada Export Awards logo in their promotional efforts for three years, and they are featured in a nation-wide advertising campaign recognizing their achievements and encouraging others to emulate their success as exporters. Winning companies are presented with a plaque and citation from the Minister highlighting their export accomplishments.

Past winners say that the Award acts as an effective marketing tool, raising their profile at home, while attracting new customers abroad. Recipients also point out that the Award serves as a source of pride and self-esteem among employees.

Firms receiving Canada Export Awards for 1992 were:

Aqua Health Ltd., Charlottetown, Prince Edward Island; Du Pont Canada Inc., Mississauga, Ontario; EICON Technology, Montreal, Quebec; Hartford Fibres Limited, Kingston, Ontario; IBM Canada Ltd. - Manufacturing and Development, Markham, Ontario; LAB Chrysotile Inc., Thetford Mines, Quebec; Nora Beverages Inc., Mirabel, Quebec; Nortech Surveys (Canada) Inc., Calgary, Alberta; Riese-Vertmont Canadian Lake Wild Rice, La Ronge, Saskatchewan; Riviera Concepts Inc., Don Mills, Ontario; Standard Aero Limited, Winnipeg, Manitoba; VAS-CATH Inc., Mississauga, Ontario; Weatherhaven Resources Ltd., Burnaby, British Columbia; and, Whitewater West Industries Ltd., Richmond, British Columbia.