

Minister for International Trade



Ministre du Commerce extérieur

Canada



*Excellence in Exporting* presents the experience and the advice of Canada's top exporters. The Canada Export Award winners offer their formulas for success and provide useful information for both exporters and potential exporters. For anyone thinking of venturing into foreign markets this book is an excellent first step.

The economic well-being of all Canadians depends on our ability to sell our products and services in the markets of the world. Canada's future hinges on its ability to foster and enhance its international trade and to improve the international competitiveness of Canadian industry.

I am pleased that the Department of External Affairs and the Centre for International Business Studies at Dalhousie University could cooperate on this project. I would like to thank the Canada Export Award winners for sharing their experiences for the benefit of the business community.

A handwritten signature in black ink that reads "James Kelleher".

James Kelleher