

The Canada Export Award

Winning Companies Reap Big Benefits

Does winning the Canada Export Award translate into concrete benefits for a company? **The answer is yes.** In a recent survey conducted for the Department of Foreign Affairs and International Trade, 92 per cent of the polled winners said that winning this prestigious award has helped them promote their products and services to potential customers both in Canada and abroad.

For K. Lynn Riese, President of **Riese's Canadian Lake Wild Rice** of La Ronge, Saskatchewan, winning the Canada Export Award in 1992 helped his company experience a boom in international sales. "Since 1992, our sales have increased yearly by 60 per cent. Some of this is definitely attributable to our Canada Export Award win," said Riese, whose company is the largest independent wild rice producer in Saskatchewan.

Albert Bohemier, President of **Survival Systems Limited** of Dartmouth, Nova Scotia, agrees that winning the Canada Export Award can help gain credibility overseas. "Receiving the award has meant a lot to us because it enhances our credibility with our clients," he said. Survival Systems, a 1995 winner, specializes in safety training for the offshore, marine, military and industrial sectors.

For Richard L'Abbé, President of **MED-ENG Systems Inc.** of Ottawa, Ontario, the big payoff has been increased visibility for his company in Canada. MED-ENG Systems, presented with the award in 1989 and in 1995, designs and manufactures bomb

disposal apparel and equipment used by police forces and the military in more than 96 countries around the globe. "The Canada Export Award has helped put us on the map domestically, raising our profile with the media, our business partners and the financial community," said L'Abbé.

All three companies, like other winners, have taken advantage of their win by using the Canada Export Award logo on their business cards, letterhead and promotional materials. One 1992 recipient, Nora Beverages Inc. of Mirabel, Quebec, the manufacturer of the popular "Naya" brand of bottled water, embossed its bottle caps with the award logo.

The Canada Export Award honours Canadian companies that have excelled in exporting to countries around the world. Under the theme "Partners in Trade," the **Canadian Imperial Bank of Commerce (CIBC)**, **Export Development Corporation (EDC)** and **AdvantageTM**, the alliance of Canada's only full-service telecommunications companies, are official sponsors of the 1997 Canada Export Awards, which are presented by the Department of Foreign Affairs and International Trade.

The Honourable Art Eggleton, Minister for International Trade, will be presenting this year's awards on October 6 at a special ceremony in Quebec City. "Now, more than ever, exports are vital to Canada's economic growth and to job creation for Canadians," said Mr. Eggleton. "The Canada Export Award is one of the highest honours exporters can receive. It

recognizes the tremendous contribution Canadian companies are making at home and abroad. This award also sends a message to new exporters, about the opportunities for prosperity and jobs. I strongly encourage exporters from all parts of the country to apply this year for this important award."

For more information on the Canada Export Awards, contact Beverly Hexter, Canada Export Award Program, Department of Foreign Affairs and International Trade, Tel.: (613) 996-2274, Fax: (613) 996-8688.

Mission to China

Continued from page 1

strong bilateral trade and commercial ties with China — ties forged with the help of the rich cultural and linguistic links provided by the Chinese Canadian and Hong Kong Canadian communities.

Like the recent Team Canada mission to China in 1994, the visit will underline the Canadian government's support for Canadian business efforts in China. The trip follows Prime Minister Chrétien's high profile visit in November 1996 and takes place during Canada's Year of Asia Pacific.

For more information about the mission to China, contact the China Division, Department of Foreign Affairs and International Trade, Bob Grison, Tel.: (613) 992-0952, or David Hamilton, Tel.: (613) 944-1273.