



ABOUT THE BOOK

In 1985, External Affairs Canada asked the Centre for International Business Studies at Dalhousie University to study the 1983 and 1984 Canada Export Award winners. The resulting book, *Excellence in Exporting: Advice and Comments from Canada Export Award Winners*, was well received and External Affairs and International Trade Canada (EAITC) has again contracted with Dalhousie University to examine Canada Export Award winners, this time focusing on the experiences and advice of selected small and medium-sized winners of the past five years.

Some 21 companies were selected from the Canada Export Award winners of 1985-89 to give a good sectoral and market coverage. Each of these companies was visited by one of the three authors in July or August 1990. Discussions focused on their export experiences and their advice for companies that are either thinking of beginning exporting or that want to improve their current operations. This book is the result of these discussions.

The Centre for International Business Studies is delighted to collaborate with EAITC for a second time. We hope that this book will prove useful to new and existing exporters — we believe there is much to be learned from examining Canadian success stories. We are grateful

to those executives in the Canada Export Award-winning companies who gave us their time and ideas so that others might benefit. We also acknowledge the administrative support of David Knowles and Beverly Hexter at EAITC; and at Dalhousie, the administrative assistance of Janet Lord; the research assistance of Norman Kimber, Kirsten Tisdale, and John Layton; and the secretarial services of Suzanne Phillips and Pamela Gaines.

The Centre for International Business Studies at Dalhousie University is one of eight centres in Canada funded by EAITC to foster teaching, research and outreach activities in international business. Since its establishment in 1975, Dalhousie's Centre has developed a program of graduate and undergraduate courses in international business. The research focus of the Centre is broad, with special attention paid to exporting by small and medium-sized companies; marine transportation; trade in services; government support to business; and management of technology-intensive companies. The Centre's outreach activities include export training courses for managers, student projects for business, faculty presentations, and a visiting speaker program.