

CANADA EXPORT AWARD WINNERS

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ROWNTREE FARMS LIMITED

RR #2

Brampton, Ontario L6V 1A1

Located in Brampton, Ontario, and employing about 15 people, family-owned Rowntree Farms breeds and exports purebred dairy cattle, frozen embryos and horses. Rowntree has been exporting for more than 10 years, and in 1987 exports accounted for 95 percent of its total business. The company's most important markets are Peru, the Soviet Union, Ecuador, Venezuela and Colombia. Breaking into the Peruvian market took Rowntree two years of extensive travel and negotiation with business and government. Sales to the Soviet Union, in the face of stiff competition from the European Economic Community and the United States, resulted from three years of continuous negotiation and 21 trips to that country.

Contact: Ms. Robin Rowntree/TEL: 416-846-1566

Sabian Ltd.

Main Street

Meductic, New Brunswick EOH 1L0

From its headquarters in Meductic, New Brunswick, Sabian manufactures fine-quality bronze cymbals used by drummers the world over, from popular rock groups to some of the world's most prestigious orchestras. Employing about 75 people, Sabian has been exporting for over six years, with major markets in the United States, Japan, West Germany and the United Kingdom. Exports rose by 50 percent in 1987, accounting for 81 percent of the company's total sales. The company has repeatedly introduced model innovations to both new and traditional markets worldwide, and most of its growth has been at the expense of its major competitors, despite intense competition from United States and Swiss manufacturers. Sabian has offices in the United States and the United Kingdom.

Contact: David McAllister, V. P. Marketing/TEL: 506-272-2019

Universal Paper Export Co. Ltd.

1198 Mountain Street

Montreal, Quebec H3G 1Z1

Universal Paper is a trading house exporting Canadian forest products to 50 countries around the world. It has been exporting for over 17 years, and its customers include major newspaper and magazine publishers; paper converters; paper, tissue and board manufacturers; rayon-fibre manufacturers; manufacturers of tire cord and nitrocellulose. Universal's major markets are the Indian sub-continent, Brazil, Italy, France, Australia, Saudi Arabia and the Pacific Rim. The company exports to some of the largest industrial houses in