

## Canada Export Awards: Mark Of Achievement

The 1985 Canada Export Awards, the country's highest export distinction, were presented to 12 Canadian companies that export a range of products and services from nuclear generators or communications products to miniature integrated circuits, grain or technical expertise.

In addition to representing many industrial sectors, these leading Canadian exporters were selected from among small, medium and large enterprises and from every region in the country.

The winners of the 1985 awards were announced by Minister for International Trade James Kelleher on October 8 at a luncheon in Montreal during the Canadian Export Association's annual convention.

### Special event

The awards ceremony was one of the more than 150 events that took place in Canada during October, export trade month, and Mr. Kelleher noted that while all the events were important, the awards ceremony was "very special". He said that "the presentation of the Canada Export Awards is national recognition of those companies that best embody one of Canada's national objectives: better export performance".

The trade minister pointed out that "the economic well-being of all Canadians depends on our ability to sell our products



Minister for International Trade James Kelleher presents a Canada Export Award to Marcel Desjardins, president of CEGIR.

and services in the markets of the world". In 1984, more than \$112 billion worth of goods and services were exported, accounting for nearly one third of the country's gross national product, and three million jobs.

The 12 winners were chosen from 200 entries by a selection committee on the basis of outstanding performance through strong growth in export sales, the introduction of new products to the export market, the entry into new markets and for outstanding service to the exporting community. Their achievements were measured by increases in sales over the three most recent fiscal years.

### Wide range

Additional factors assessed include the level of Canadian content, the range of markets where sales were made, the retention of market share against strong competition and the ratio of a firm's export sales to total sales.

The international trade minister noted that the task of the selection committee was extremely difficult this year as "the calibre of the nominees was higher than ever before".

Mr. Kelleher said that this year's winners and all the companies that were considered "have proved that Canada can compete and win in world markets". He added that "they have set a standard of skill and excellence which Canada must aspire to" if it is to succeed in world markets.

### Award winners

Among the 12 firms who received the 1985 Canada Export Award; a number have focussed on the Asia-Pacific:

- **Process Technology Limited** of Oro-mocto, New Brunswick manufactures and markets equipment for depositing the film on silicon and gallium arsenide wafers during fabrication of integrated circuits. Export sales have grown significantly every year since the firm was founded in 1982 and currently more than 90 per cent of all products manufactured are exported to the United States, Japan and Israel.

- **Fletcher's Fine Foods Limited** of Vancouver, British Columbia is a pork processing company for wholesalers and retailers. Exported products include fresh and processed pork items to wholesalers and retailers in the United States, Mexico, Chile, Malaysia and Japan.

- **Develcon Electronics Limited**, based in Saskatchewan, develops and manufactures technologically advanced data communications products. The firm's Devel-switch accounts for approximately 90 per cent of export sales into the United States, Europe and Hong Kong.

### Canadian exports by commodity group

	(\$ millions)		
	1975	1980	1984
<b>Manufacturing industries</b>			
Motor vehicles: Cars	2 969.8	4 507.3	13 538.9
Trucks	1 210.1	2 767.8	5 790.6
Engines & parts	2 211.4	3 615.2	10 106.8
Industrial machinery	1 050.2	2 489.0	3 249.9
Aircraft, engines & parts	497.8	1 720.2	1 985.2
Telecommunications equipment	398.0	1 124.7	2 675.7
Office machine equipment	318.0	926.2	1 805.0
<b>Resource processing industries</b>			
Organic chemicals	107.9	937.1	1 346.5
Woodpulp	1 829.1	3 887.1	3 896.0
Newsprint	1 741.3	3 697.9	4 771.7
Petroleum & coal products	679.6	2 325.8	3 199.5
<b>Resource industries</b>			
Wheat	2 054.0	3 882.3	4 610.5
Fish & fish products	451.4	1 265.2	1 591.2
Lumber	970.0	3 382.4	4 284.3
Aluminum & alloys	442.1	1 540.9	1 908.9
Precious metals in alloys	472.2	2 057.1	1 217.2
<b>Fuels</b>			
Natural gas	1 165.9	4 035.3	3 918.3
Crude petroleum	3 014.3	2 845.6	4 395.7
Coal	493.6	934.0	1 846.6
<b>Total exports</b>	<b>33 510.5</b>	<b>76 680.9</b>	<b>112 117.5</b>