

News Release

Minister for
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CANADA EXPORT AWARD WINNERS ANNOUNCED

Fifteen Canadian companies, selected for their outstanding work selling Canadian goods and services abroad, have won the 1988 Canada Export Award.

International Trade Minister, John C. Crosbie, announced the winners, saying "export opportunity is knocking on Canada's door, and the success of these outstanding exporters shows that Canadian companies that seize the initiative will reap the benefits. These winners demonstrate how important it is for all Canadian companies to position themselves for the opportunities that will result from the Canada-U.S. Free Trade Agreement, as well as from improved market access resulting from Canada's active participation in multilateral trade negotiations."

In 1987, Canada exported \$144 billion worth of products and services which helped generate over one third of Canada's Gross Domestic Product. Every billion dollars earned through exports will create as many as 20,000 jobs. In fact, today, the livelihood of one out of every three employed Canadians in all parts of the country depends on export trade.

The awards were presented by the Right Honourable Joe Clark, Secretary of State for External Affairs, at a dinner in Calgary following the annual meeting of the Canadian Exporters' Association. Each winning company received a plaque and the right to use the Canada Export Award logo on its stationery and promotional material for the next three years.

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