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## COMPETITION OPENS FOR CANADA EXPORT AWARDS

International Trade Minister John C. Crosbie today opened the competition for the 1991 Canada Export Awards. These awards are presented annually to companies demonstrating superior performance, initiative and ingenuity in exporting Canadian products and services.

This year's winners of Canada's award for exporting excellence will be announced at a ceremony in Ottawa, Ontario, on October 7, 1991. The awards ceremony is held in conjunction with the Canadian Exporters' Association's annual meeting and is a key element of Canada International Trade Month. Trade Month consists of a series of activities and events designed to focus the attention of Canadians on the importance of trade to their continued economic prosperity.

"The winners of this award are outstanding Canadian exporters with the determination to succeed in the increasingly competitive global trading environment. When Canadian exporters succeed, Canadians from all walks of life enjoy the economic benefits," Mr. Crosbie said.

Award winners are selected annually by a panel of prominent business executives from the Canadian exporting community. Selection criteria include:

- \* introducing new export products in world markets or breaking into new markets;
- \* significant increases in export sales;
- \* a substantial level of Canadian content; and
- \* a high ratio of export sales to total sales.

Winning companies are featured in a nation-wide government advertising campaign and are entitled to use the Canada Export Award logo in their promotional efforts over the next three years.