

# CANADEXPORT

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Fostering Partnership

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## Award for Canadian-American Business Achievement to be Presented Annually

Canadian companies are invited to compete for the first annual **Award for Canadian-American Business Achievement**. The new award, announced recently by the Canadian Ambassador in Washington, Mr Raymond Chrétien, has been created to commemorate the centenary of Canada's Trade Commissioner Service and its contributions to Canada-US trade.

The award will be presented to two companies, one American and one Canadian, which through, but not limited to, a cooperative venture, partnering, or strategic alliance, have forged a track record of business success.

Individuals, associations, businesses and governments may nominate firms for the award. Firms may also nominate themselves for

consideration.

The award is sponsored by FHS International, a high technology firm with US headquarters in McLean, VA, in conjunction with the Canadian-American Business Council in Washington. The Council is made up of members drawn from business and government agencies in the US and Canada who have an interest in trade, policy and business development between the two countries.

The winners will be selected on criteria that include:

- introduction of innovative products, technologies and/or services.
- innovative use of current technologies or resources.
- impact on the market place.
- success in overcoming obstacles or barriers.
- sustained growth and profitability over a three-year period.

Judges include representatives from Harvard Business School, the US and Canadian Chambers of Commerce and the Innovation

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## Being Partners Helps Break into Lucrative U.S. Informatics Market

Partnering with a U.S. firm is proving to be one of the best ways to break into the lucrative U.S. information technologies market — one in which the U.S. federal government alone spends in excess of Cdn \$38 billion annually!

More than 80 per cent of that expenditure passes through the hands of the top 100 U.S. systems integrators, many of whom make extensive use of team members

and sub-contractors.

Breaking into this market has been made much easier for Canadian firms — thanks to a very successful program designed by the Commercial Office of the Canadian Embassy in Washington and Foreign Affairs and International Trade (DFAIT), Ottawa.

Now entering its fourth year, the **Technology Partnership**

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## Tourism is BIG Business

It may come as a surprise, but Canada's fourth-largest source of export revenue is tourism!

Generated by both business people and vacationers, tourism in Canada is a \$28-billion industry — and one to which the government is committed in its efforts to help Canadians seize the opportunities

offered by export markets.

That commitment was evidenced last October when Prime Minister Jean Chrétien announced the creation of a **Canadian Tourism Commission** and increased the federal government's annual tourism marketing budget to

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