

**A Message from International Trade Minister Pierre Pettigrew
The Tradition Continues... with the Naming of
CANADA EXPORT AWARD 2000 WINNERS**



**Export Awards
2000**

The Canada Export Awards have become a tradition over the past 18 years.

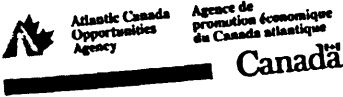
Once again, it is time to honour exporters for the significant contribution they make to Canada's economic growth, and for their success in exporting their products and services to markets around the world.

Founded by the Department of Foreign Affairs and International Trade, the Awards are recognized across the country and around the world as symbols of Canadian excellence in exporting.

Canada enjoys an exceptional reputation as an important trading nation in the world. In fact, today, more than 43 percent of Canada's gross domestic product is generated by trade. In other words, we export almost half of the goods and services we sell - a far greater share than the Americans, Europeans or Japanese. In fact, Canada is the most trade-oriented of all the G-7 countries.

To celebrate Canada's increased success in world markets, the Canada Export Awards recognize the achievements of our dynamic exporting companies. They represent the best Canada's exporting community has to offer. Their growth leads directly to jobs for Canadians. Their financial success, along with that of other companies, is the key to our ongoing ability to fund important investments in health care, education and infrastructure.

Thank you to the sponsors (see details on p. 20)



**SMART Technologies Inc. - Canada's Exporter of the Year
Growing by Leaps and Bounds**

The corporate boardroom is the place where big decisions are made and relayed, and where deals are born and signed. By bringing today's technology to the boardroom, SMART Technologies is transforming the way companies can view, interact and save information with their patented applications.

SMART Technologies is now a leader in the Roomware industry, serving educational institutions and corporations around the globe. The company is bringing technology to the boardroom and the classroom with interactive whiteboards, mobile multimedia computer cabinets, and cameras that save notes.

"Imagine that you are in a meeting and the CEO walks up to the whiteboard and sketches out a plan in dry-erase ink. Before the employees return to their desks they have a copy of the meeting notes in their e-mail," says Nancy Knowlton, President and Chief Operating Officer of SMART Technologies. "That's just one example of some of the exciting applications that we are developing. The opportunities are endless."

The Calgary-based company, which was established in 1987 with a staff of two, now employs over 280 people in Canada and the U.S., with further growth expected in the coming years. Initially focussed on the US market, SMART now operates in over 47 countries, with 94 per cent of their sales deriving from exports.



Nancy Knowlton
www.smarttech.com

Prepared by the Trade Communications Division