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CANADA EXPORT AWARDS 1986

**Commitment, Determination And Adaptability
Are Common Characteristics
Of 1986 Canada Export Award Winners**

Twelve Canadian companies received Canada Export Awards from the Minister for International Trade, the Honourable Pat Carney at a ceremony in Vancouver, October 14 during Canada Export Trade Month. The winners represented a cross-section of Canadian businesses, large and small and a variety of industries from high technology to raw resources. They included producers of manufactured goods, agri-food, heavy equipment and technical and engineering services.

So high was the standard of competition in this year's Canada Export Award program that it was decided to create, for the first time, an Honourable Mention category to recognize 25 other companies for their exceptional contributions to Canada's export trade. More than 200 Canadian exporters took part in the 1986 Canada Export Award Program.

As varied as were the 37 companies honoured, there were striking similarities among the winners. All demonstrated a firm corporate commitment to exporting and all supported their decision by allocating the time, resources and personnel needed to penetrate and develop new markets. Almost invariably, they were also prepared to adapt, modify or redesign their domestic products and business practices to meet the specific, local preferences and requirements of their export customers. The last and most important thing they shared were the growth and increased profitability their export activities produced.

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