

CANADA EXPORT AWARD WINNERS

primary mineral and metal products, chemicals and fertilizers. It also provides marketing services for 20 other mining and metallurgical companies outside the Noranda Group and engages in commodity trading, commodity brokering and market investment. Noranda Sales Corporation has been exporting for 25 years, and, in 1987, exports accounted for 63 percent of its business. Its most important markets are the United States and the European Economic Community. The company entered the zinc-shot market in 1986. The product required two years to research and develop. Noranda faces stiff competition for this market from domestic producers, which are located closer to end users and using alternative technologies unknown at the time Noranda entered the market.

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**NovAtel Communications, Ltd.**

1020-64th Avenue N. E.  
Calgary, Alberta T2E 7V8

Headquartered in Calgary, NovAtel Communications, Ltd. employs more than 800 people in the research, development and manufacture of cellular telephone systems and a variety of cellular telephones for the world market. NovAtel has been exporting for four years, and in 1987 exports accounted for over 70 percent of the company's sales. The company's biggest markets are the United States and the United Kingdom, where it faces intense competition. New products introduced in 1987 included hands-free peripheral units and a new generation of cost-effective transceivers for the 800 MHz cell site section of the cellular system. The company has offices in the United States, Hong Kong, and the United Kingdom.

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**POSITRON Industries Inc.**

4810 Jean-Talon West  
Montreal, Quebec H4P 2N5

Montreal-based Positron employs more than 350 people and has been designing and manufacturing telecommunications equipment for highly-specialized markets since 1970. The company's main product lines include Enhanced 9-1-1 emergency response systems; TRCC Integrated Telephone/Mobile Radio Communications Consoles; high-voltage protection products and highly sophisticated trading telephones. Positron's export sales doubled in both 1987 and 1988, and exports now account for 75 percent of the company's total revenue. Overseas sales are handled by agents in the United Kingdom, Saudi Arabia, Kuwait, New Zealand, Australia, Hong Kong and Singapore.

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