

Export Award Sponsors — continued from page 1

The Promotion

Official sponsors of the Canada Export Awards are represented in all aspects of the program, particularly in promotional activities and materials.

The extensive promotion campaign for the awards includes the following elements:

- * over 1,200 press kits distributed to media representatives in Canada and abroad;

- * special supplements in a number of national magazines, including *Canadian Airlines Inflight*, *Canadian Business* and *Profit*;

- * a 30-minute special on the winning companies for broadcast on national and local news and business television programs;

- * video profiles on each winning company distributed to television stations across Canada;

- * a two-month radio campaign consisting of 30-, 60- and 90-second spots on all major stations across the country; and

- * special cross-Canada promotional events in various cities to recognize the accomplishments of the winning companies.

The 1995 campaign reached a potential audience of 12 million people, in Canada and abroad, through publicity and coverage in print, radio and television.

In 1996, its fourteenth year, the Canada Export Award Program is guaranteed to generate even more applications and attention. The sponsors, of course, also share in the spotlight!

The Proposal

Sponsorship proposals for the 1996 Canada Export Award Program will be accepted until December 15, 1995.

For more information on this sponsorship opportunity, contact Beverly Hexter, Trade Development Operations (TOO), Foreign Affairs and International Trade, 125 Sussex Drive, C-5, Ottawa, Ontario K1A 0G2. Tel.: (613) 996-2274; Fax: (613) 996-8688.

Negotiating in Egypt

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European companies but well-established in the U.S.A.

"They have the best of both worlds," Rousso says, "because they get backing from Europe too."

In addition to their size, they can also tap into U.S. Aid — equivalent to CIDA, according to Rousso, but with ten times the financial power of the Canadian institution.

"This is where the Canadian Embassy comes in handy," explains Rousso, "opening political doors, facilitating access to officials at ministerial level, and accompanying CAE on the trip to Alexandria."

Multiplier effect

Was the quasi two-year effort to win this \$24 million contract — with an option for AEDC to purchase an additional 25 per cent of CAE equipment — worth it?

"Definitely," says Rousso. "Now that the Alexandria utility is the first company to have signed such a contract,

other utilities in Egypt and elsewhere in the region are ready to do so too."

The 90 per cent export-based and 5,500 employee-strong CAE — 3,300 of them headquartered in Ville St-Laurent — is already pursuing other possibilities in Egypt as well as Lebanon, Libya, Oman, Saudi Arabia and Tunisia.

Once again, a strong mix of quality product, competitive pricing and solid Canadian backing gave CAE — one of Canada's largest hi-tech companies, specializing in a range of fields, from flight and power plant simulators, to space programs (control systems for the CANADARM), energy and marine control systems — the edge over powerful international competition.

For more information on CAE or the contract in Alexandria, contact CAE Marketing Manager Patrice Rousso. Tel.: (514) 341-6780, ext. 2349; Fax: (514) 734-5617.



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Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. To register, fax your request on your company letterhead to 1-800-667-3802 or 613-944-1078.