

Canada Reports

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"Exports build Canada" was the focus during October, export trade month, in every sector of the country, from all levels of government to business and industry, education and culture. The objective was to increase export awareness and emphasize the link between exports and the economic future of Canada.

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Canadian export excellence

The 1985 Canada Export Awards, this country's highest export distinction, were presented to 12 Canadian companies that export a range of products and services from nuclear generators or communications products to miniature integrated circuits, grain or technical expertise.

In addition to representing many industrial sectors, these leading Canadian exporters were selected from among small, medium and large enterprises and from every region in the country.

The winners of the 1985 awards were announced by Minister of International Trade James Kelleher on October 8 at a luncheon in Montreal during the Canadian Export Association's annual convention.

Special event

The awards ceremony was one of the more than 150 events that took place in Canada during October, export trade month, and Mr. Kelleher noted that while all the events were important, the awards ceremony was "very special". He said that "the presentation of the Canada Export Awards is national recognition of those companies that best embody one of Canada's national objectives: better export performance".

The trade minister pointed out that "the economic well-being of all Canadians depends on our ability to sell our products and services in the markets of the world". In 1984, more than \$112 billion worth of goods and services were exported, accounting for nearly one

third of the country's gross national product, and three million jobs.

The 12 winners were chosen from 200 entries by a selection committee on the basis of outstanding performance through strong growth in export sales, the introduction of new products to the export market, the entry into new export markets and for outstanding service to the exporting community. Their achievements were measured by increases in sales over the three most recent fiscal years.

Wide range

Additional factors assessed included the level of Canadian content, the range of markets where sales were made, the retention of market share against strong competition and the ratio of a firm's export sales to total sales.

The international trade minister noted that the task of the selection committee was extremely difficult this year as "the calibre of the nominees was higher than ever before".

Mr. Kelleher said that this year's winners and all the companies that were considered



Minister for International Trade James Kelleher presents a Canada Export Award to Marcel Desjardins, president of CEGIR.



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