

Backgrounder

The Canada Export Award, presented by the Department of Foreign Affairs and International Trade, is widely regarded by the business community as a symbol of success in the highly competitive world of export trade.

Applications to the Canada Export Award program are open to all firms or divisions of firms resident in Canada that have been exporting goods and/or services for a minimum of three years. Trading houses, financial institutions, transportation, market research, packaging and promotion firms are also eligible.

Applications for the Awards are reviewed by a selection committee of Canadian business leaders from across Canada. In selecting the winners, the committee considers a company's performance in:

- introducing new products and services into world markets;
- significantly increasing export sales;
- holding markets in the face of strong competition;
- attaining a high level of Canadian content; and
- achieving a high ratio of export sales to total sales.

1994 Canada Export Awards Selection Committee Members

Gail Bocknek, Vice-President, Bocknek Ltd. (Rexdale, Ontario);
Mark Drake, President, Canadian Exporters' Association (Ottawa, Ontario);
Patricia Glenn, President, Intecura Consulting Inc. (Calgary, Alberta);
Garth Jenkins, President, Abegweit Seafoods Inc. (Charlottetown, Prince Edward Island);
Jean-Marc Leblond, Vice-President, Sales, LAB Chrysotile, Inc. (Thetford Mines, Quebec);
David Robbie, Vice-President, Trade Finance Division, Canadian Imperial Bank of Commerce (Toronto, Ontario); and
Brian Schumacher, Assistant Deputy Minister, International Business Development Branch and Chief Trade Commissioner, Department of Foreign Affairs and International Trade (Ottawa, Ontario).

Firms receiving the Award can use the Canada Export Award logo on letterhead, advertisements and other promotional material for three years. National and local publicity and promotion campaigns also support the presentation of the Award.

Winning companies report that the recognition they have received from the Award has been an important marketing tool, raising the companies' profile at home, attracting new foreign customers, and giving a real boost to employee morale. The Canada Export Award logo, coupled with the company's name, identifies the firm as an