

## BACKGROUND

### THE CANADA EXPORT AWARDS

The Canada Export Awards are presented annually by the Minister of Industry, Science and Technology and Minister for International Trade to Canadian companies in recognition of their success in exporting to foreign markets. Recipients of the awards are selected by a panel of prominent business leaders and successful exporters from across Canada.

To be eligible, companies must reside in Canada and have been actively exporting for at least three years. In selecting the winners, the committee takes into consideration the following criteria:

- success in introducing new export products or services into world markets;
- significant increases in export sales;
- holding markets in the face of strong competition;
- a high level of Canadian content; and
- a high ratio of export sales to total sales.

Past recipients have reported that the recognition they have received from the Awards has been an important marketing tool, raising their profile at home, attracting new customers in foreign markets, and giving employees a sense of pride and self-esteem.

In the words of L. David Caplan, President and Chief Executive Officer, Pratt & Whitney Canada, a 1991 recipient, "It is always stimulating to see one's accomplishment being recognized. We are making sure that all our employees are aware of the Canada Export Award received by Pratt & Whitney Canada from the Canadian government. It is really their award. I personally believe that initiatives such as these are necessary to create and maintain the competitive spirit needed for this country to succeed as an exporter."

Winning firms may use the Canada Export Awards logo in their promotional efforts for three years and are featured in a nationwide advertising campaign to recognize their achievements and to encourage others to emulate their performance as exporters. Winning companies are presented with a plaque and citation from the Minister highlighting their export accomplishments.

In the 10 years since the program's inception, some 1,500 applications have been received and 124 companies have won the award. The Awards ceremony is an important element of Canada International Trade Month (CITM), held annually in October. CITM consists of a series of activities and events designed to focus the attention of Canadians on the importance of trade to their continued economic prosperity.

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