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1988 CANADA EXPORT AWARD PROGRAM

The 1988 Canada Export Award Program was officially launched today by the Minister for International Trade, the Honourable John C. Crosbie.

The Program, which began in 1983, has honoured sixty-five outstanding Canadian exporting companies. Minister Crosbie stated:

"International trade has become a matter of the highest importance to our country. The world economy is changing on a daily basis. New products are being developed. New markets are opening".

The Minister added: "Canadian companies, large and small, are known for their high quality products and services, competitive prices, imaginative marketing and their determination to succeed. They prove again and again that they can more than hold their own against all challenges".

Companies with at least three years' experience in exporting are eligible to win a Canada Export Award if they meet one, or a combination of the following requirements:

- success in introducing new export products in world markets,
- success in breaking into new markets,
- significant increases in export sales over the past three years, and/or
- successfully holding markets in the face of strong competition.

Minister Crosbie will present the Awards on October 3, 1988, in Calgary. Winners will be announced at a special ceremony organized by the Department of External Affairs in conjunction with the Annual Meeting of the Canadian Exporters' Association.

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