

- a) the extent to which the firm, **over its latest three fiscal years**, has shown significant increases in its export sales;
- b) success in introducing new export products into world markets; and
- c) success in breaking into new markets.

Other achievements by firms in export markets that contribute to Canada's economic well-being or to the reputation of the organization as a world-class exporter will also be considered. These include:

- level of Canadian content;
- range of markets;
- holding of markets in the face of strong foreign competition; or
- the ratio of the firm's export sales to its total sales.

3 CERTIFICATION

Applications will be considered only when a senior executive of the applying firm signs the form on the last page of the application (or a reasonable facsimile thereof) confirming that all information provided in support of the application can be substantiated.

Applicants should also note that they will be called upon to promote the award, not only with the media but also within their own firms.

All financial information provided by an applicant will be treated in a commercially confidential manner and will not be released to outside organizations without the specific consent of the applicant.

4 PRESENTATION OF AWARDS

The Canada Export Awards will be presented by the Minister for International Trade at a special presentation ceremony in October. The ceremony will be held in conjunction with the Annual Meeting of the Canadian Exporters' Association.

5 NOMINATION

Individuals, associations, organizations and provincial or local governments may nominate firms for a Canada Export Award.

*Nexus Engineering
Group*

*"The Canada Export
Award confirms Nexus'
position as a major
international player in
our industry."*

*David W. Rowat, MBA
Vice-President, Finance*