

News Release

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MACLAREN CONGRATULATES 1995 CANADA EXPORT AWARD WINNERS

The Honourable Roy MacLaren, Minister for International Trade, today presented 1995 Canada Export Awards to 12 Canadian companies, selected from 207 candidates, for their exceptional export achievements. The presentation ceremony was held in Fredericton, New Brunswick, in conjunction with the 52nd annual convention of the Canadian Exporters' Association.

This year, the Canada Export Awards welcomed the participation of two organizations well known for their involvement with Canadian exporters. Under the theme *Partners in Trade*, the Canadian Imperial Bank of Commerce (CIBC) and the Export Development Corporation (EDC) joined the Department of Foreign Affairs and International Trade as official sponsors.

"Presenting the Canada Export Award is an excellent opportunity to recognize publicly the dedication and excellence of some of Canada's leading enterprises and their employees. This is why it is immensely satisfying to have these two respected organizations join us in recognizing the accomplishments of this year's winners," said Minister MacLaren.

"Canada's export performance in 1994 was truly remarkable," the Minister added. "Although exports now account for one third of our gross domestic product, we cannot afford to rest on our laurels. Exports and investments generate new and challenging jobs for Canadians throughout the country.

"Trade agreements open doors; they do not ensure that Canadian companies will walk through them. To succeed, Canadian firms, and particularly small and medium-sized enterprises (SMEs), must strive to take advantage of these agreements. To that end, they can count on the advice and support of Canada's Trade Commissioners located in 128 countries around the world. They can count on government programs and services which have been refocussed to better meet the needs of Canadian SMEs."



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