

was opened, which includes an advisor from the Canadian International Development Agency (CIDA). In addition to the Calgary centre, CIDA advisors are now on staff at ITCs in Vancouver, Winnipeg and Montreal.

ITCs across the country delivered an innovative mix of trade development services during the course of the year. An outreach program, including development of tailored export strategies, was complemented by export counseling, export education and the delivery of funded programs such as PEMD, Export Marketplace and Canada Export Trade Month. In addition, the ITCs

were instrumental in developing exciting new regional trade strategies such as the recently launched Atlantic Canada Trade Initiative in New England.

Canada Export Awards

A promotional event to stimulate trade, the Canada Export Award Program was initiated in 1983 to honour those Canadian companies that have contributed to the expansion of Canada's export capabilities. The program also highlights the importance of trade to the Gross National Product.

Winning companies ranged in size from large multinational corporations



Companies winning the Canada Export Award find that the benefits go beyond the pleasure of acknowledgement. Says Richard J. L'Abbé, President, MED-ENG SYSTEMS INC., "The award has even helped us gain more appreciation from our own domestic clients."