

Y2K Preparedness Week Targets Canadian Consumers and Businesses

The Government of Canada held the first National Year 2000 Preparedness Week, February 8-12, 1999. The goal was to further educate Canadians on the importance of meeting the millennium challenge. In co-operation with the private sector, informative and interactive events were staged across Canada to encourage Canadian consumers and businesses to prepare for the year 2000.

Eleven million copies of the Government's *Millennium Bug Home Check*, a publication answering many questions regarding the Year 2000 challenge as it relates to Canadian households, were delivered to Canadians from coast to coast.

In Atlantic Canada, the February issue of *The Insider*, a monthly Southam News publication in Prince Edward Island, was dedicated entirely to the Year 2000 problem, and distributed to between 4,000 and 6,000 small and medium-sized businesses.

In Quebec, daily newspapers across the province carried information about the federal government's Student Connection Program and Year 2000 First Step in Quebec.

On February 9, at a small business seminar in Ottawa, Robert Parker of the Canadian Institute of Chartered Accountants (CICA) made a comprehensive presentation about the Year 2000 and small business. Small business seminars were also held

throughout most provinces. The CICA's Website is <http://www.cica.ca>

The Community Futures Development Corporation of Alberta distributed information on the Year 2000 computer problem to its small business clients across the province.

Western Economic Diversification Canada (WD) hosted a Year 2000 Forum and Panel Discussion at Simon Fraser University in Vancouver, featuring Michael Fletcher, a Year 2000 expert in Canada, as its keynote speaker and panelist. WD's Web site is <http://www.wd.gc.ca>

For more information on Y2K, contact the Task Force Year 2000 Secretariat's Web site at <http://strategis.ic.gc.ca/sos2000>, or call 1-800-270-8220.

1999 Canada Export Awards

— Continued from page 1

Each year, the Minister for International Trade presents these Awards to a select number of firms, chosen by a panel of prominent business people from across Canada. Canadian companies that receive this Award are justifiably acclaimed for increasing their export sales, for introducing new products and/or services abroad or for penetrating new markets.

Under the auspices of the Canada Export Award Program, special recognition is given by the program's sponsors to three Award winners:

- CIBC Job Creation Achievement;
- EDC Smaller Exporter Achievement;
- Teleglobe Innovation and Technology Achievement.

Over 3,475 entrants have competed for this honour in the program's 16-year history, with 200 companies having been selected to receive a Canada Export Award. Winning companies range in size from small and medium-sized enterprises to large multinationals. Canada Export Award

recipients represent a broad spectrum of Canadian industry, from agriculture and food processing to transportation equipment, chemicals, electronics, consumer products, and information technology.

Winners may use the Canada Export Award logo in their advertising and promotional materials for three years following receipt of the Award. They are also recognized in national and local media for their outstanding achievements. Many award winners have participated in the federal

government's export awareness and trade development activities, and on trade advisory committees.

The Canada Export Award logo, coupled with the successful company's name, reminds Canadians of the importance of exports and identifies the firm as a major contributor to Canadian prosperity and job creation.

For more information, visit the Awards Web site at: www.infoexport.gc.ca awards or through the Team Canada Inc Web site at www.exportsource.gc.ca

CanadExport

ISSN 0823-3330

Editor-in-Chief: Bertrand Desjardins

Managing Editor: Louis Kovacs

Editor: Vincent Chetcuti

Layout: Yen Le

Circulation: 77,000

Telephone: (613) 996-2225

Fax: (613) 996-9276

E-mail:

canad.export@dfait-maeci.gc.ca

Extracts from this publication may be reproduced for individual use without permission, provided the source is fully acknowledged. However, reproduction of this publication in whole or in part for purposes of resale or redistribution requires written permission from *CanadExport*.

CanadExport is published twice monthly, in both English and French, by the Department of Foreign Affairs and International Trade (DFAIT), Communications Services Division (BCS).

CanadExport is available in Canada to interested exporters and business-oriented people. For a subscription, call (613) 996-2225. For address changes and cancellations, please send your mailing label. Allow four to six weeks.

Mail to: *CanadExport* (BCS), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa, K1A 0G2.