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10th Anniversary

Application Date Fast Approaches for Canada Export Award Entrants

The Canada Export Award Program, celebrating its 10th Anniversary in 1992, is calling on successful Canadian exporters to enter this year's competition.

Deadline for receipt of applications is May 15. To be eligible, companies must be resident in Canada and have been actively exporting for at least three years.

This prestigious award, sponsored by External Affairs and International Trade Canada (EAITC), is widely regarded as a symbol of success in the highly competitive world of export trade.

Michael Wilson, Minister of In-

dustry, Science and Technology and Minister for International Trade said: "As one of the world's leading trading nations, Canada has proven that it can produce high-quality

products and services that are second to none. The tremendous success of past Canada Export Award winners demonstrates that Canadians can compete with the best in the world and win."

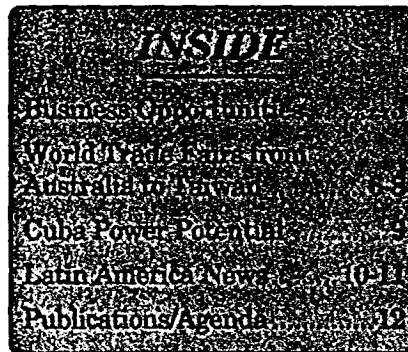
The Canada Export Award is presented annually by the Minister to a select number of Canadian companies for their achievements in exporting.

Recipients of the award are chosen by a panel of prominent business leaders and successful exporters from across Canada who consider such criteria as: success in introducing new export products or services into world markets; significant increases in export sales; holding markets in the face of strong competition; a high level of Canadian content; and a high ratio of export sales to total sales.

Since the program's inception, some 1,500 applications have been received and 124 companies have won the award. Winning firms may use the Canada Export Award logo in their promotional efforts for three years and are featured in a nationwide advertising campaign. Winners are presented with a plaque and a citation from the Minister highlighting their export success.

Past recipients have reported that the recognition they have received from the award has been an important marketing tool, raising their profile at home, attracting new customers in foreign markets, and giving

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Tapping the Tourism Trade

Tourism is big business in Canada. In fact, it's a \$25-billion industry, making it Canada's fourth-largest export while helping to provide direct employment for nearly 622,000 Canadians!

External Affairs and International Trade Canada (EAITC), through its embassies and consulates — the Department has 62 officers and more than 32 support personnel in its tourism operations internationally — helps deliver Canada's tourism program abroad.

How they do this is described in two new brochures available through EAITC's Info Export (To order, see box at bottom of page 12).

Tourism Personnel Directory (#18XA), in addition to the above-

mentioned facts, discusses EAITC export development programs available to Canadian tourism companies. It also provides the addresses and names of tourism officers at EAITC's 15 posts in the United States, as well as in Germany, Hong Kong, Britain, Mexico, France, Australia, The Netherlands, Japan, Korea, and Taiwan. *Tourism Market Profiles — US and Overseas Travel Trade & Consumer Shows* (#34XA), covering what its name suggests (and more), is a comprehensive (141 pages) document designed to assist all companies involved in Canada's tourism industry that are interested in tapping foreign markets.

External Affairs and
International Trade Canada

Canada