companies. Export Award winners often become participants in export awareness and trade development activities and on trade advisory committees.

The Canada Export Award logo, coupled with the successful company's name, will remind Canadians of the importance of exports and identify the firm as an outstanding achiever.

Information on procedures, instructions for completing the application form and the form itself are enclosed.

1 ELIGIBILITY

Application for the Canada Export Award is open to all firms, or divisions of firms, resident in Canada, that have been exporting goods or services **for three or more years.** The achievements of such companies and organizations, as well as of those facilitating exports such as firms in the areas of banking, transport, market research, packaging and promotion, are eligible for consideration for the award.

Only those achievements that involve the applicant's own performance will be recognized. The sale of goods to a firm that incorporates those goods into an export item should not be included in the applicant's export figures.

Exceptions may be made in cases where manufacturers of major components can demonstrate that they themselves undertake the overseas promotion of these incorporated products or components. Under these circumstances, the value of sales from the actual exporter will be regarded as eligible export earnings on the part of the major equipment manufacturer.

2 SELECTION CRITERIA

The Canada Export Award Selection Committee, in its review of applications for the award, will look for concrete evidence of significant achievement in export markets in terms of the sale of goods or services.

It will also consider particular merit in activities conducted in relation to the promotion, financing or facilitation of export sales by Canadian firms. The committee will be guided by, but not limited to, the following criteria:

Western Co-Ordinators Limited

"The Export Award has given us a broader exposure to new clients than we ever dreamed possible."

Wm. F. Barry

President