



1997 Canada Export Awards: Applications Invited

Following another successful year, the **Canada Export Award Program** is accepting applications for the 1997 awards. The Minister for International Trade will present the awards in Quebec City on October 6, 1997.

Each year, 10 to 12 Canada Export Awards for overall export achievement are presented. This year, for the first time, the Program's three corporate sponsors — Canadian Imperial Bank of Commerce, Export Development Corporation and the Stentor alliance of telecommunications companies — will each present special awards in the areas of job growth, small and medium-sized exporters, and the use of research and development and service innovations.

Since the Program's inception

in 1983, 190 Canadian exporters, selected from over 3,000 applications, have received the prestigious Canada Export Award.

Who Can Apply?

Any firm or division of a firm resident in Canada that has been successfully exporting goods or services for at least the past three consecutive years — 1994-1996 — can apply.

Trading houses, financial institutions and firms in transportation, market research, packaging and promotion are also eligible.

How Are Winners Chosen?

Winning entries are chosen by the Canada Export Award Selection Committee. This group of experienced business people

from across Canada considers the following criteria, among others, in choosing the winning companies:

- the extent to which a firm has increased export sales over the latest three years,
- a firm's success in breaking into new markets, and
- a firm's success in introducing export products into world markets.

What Can the Award Do for You?

Winning companies can use the award logo on their products, letterhead, advertisements and other promotional material for three years. A national and international publicity and promotion campaign, built around the winners, highlights their accomplishments in the international marketplace.

Current and past winners report that the recognition they receive from the award has been effective as a marketing tool, has helped raise their profile at home and attract new foreign customers, and boosted employee morale.

A 1992 winner, Lyne Riese, President of Canadian Lake Wild Rice in La Ronge, Saskatchewan, said his experience was "all positive" because it helped to reassure suppliers in other countries. Riese estimates that exports account for about 90 per cent of the company's sales, which have grown 35 per cent since winning the award.

Applications for the 1997 Canada Export Award Program must be received by April 15, 1997.

For a Canada Export Award application, send this coupon to:

*Canada Export Award Program
Team Canada Division (TBC)
Department of Foreign Affairs and International Trade
125 Sussex Drive, Tower C, 5th Floor
Ottawa, Ontario
K1A 0G2*

Fax: (613) 996-8688 Telephone: 1-800-267-8376

Name: _____

Title: _____

Company: _____

Address: _____

City, Province: _____ Postal Code: _____

Telephone: _____ Fax: _____