



news release

February 15, 1994

No. 25

Date

For release

MACLAREN LAUNCHES COMPETITION FOR 12th ANNUAL CANADA EXPORT AWARDS

The Honourable Roy MacLaren, Minister for International Trade, today launched the 1994 Canada Export Awards competition.

The Awards are presented annually by the Department of Foreign Affairs and International Trade to a select number of Canadian companies in recognition of their success in exporting to foreign markets.

"As one of the countries most dependent on trade, Canada wants to encourage more and more of our companies to export successfully, thereby contributing to job creation and to our high standard of living," Mr. MacLaren said.

Canadian exports (on a balance-of-payment basis) for the first 11 months of 1993 reached a record \$165 billion, representing a near 16-percent increase over the same period in 1992. The increases to the United States -- Canada's largest market -- were even greater, with exports reaching close to \$132.5 billion, up almost \$23 billion or 20.6 percent over the first 11 months of 1992.

"This record-setting performance demonstrates that Canadian exporters can indeed compete with the best in the world," the Minister said. "Now that the North American Free Trade Agreement is opening new markets to the south, and with the historic signing of the Uruguay Round set to liberalize trade worldwide, I am confident our exporters are poised to reach even further heights."

To be eligible for the Canada Export Awards, companies must reside in Canada and have been exporting actively for at least three years. Winners are selected by a panel of business leaders and successful exporters from across Canada (see list attached).

The Awards, now in their 12th year, will be presented by the Minister for International Trade on October 4 in Toronto, in