



Minister for  
International Trade

Ministre du  
Commerce extérieur

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# COMMUNIQUÉ

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## 1987 CANADA EXPORT AWARD PROGRAM

The 1987 Canada Export Award Program was officially launched today. The Honourable Pat Carney, Minister for International Trade, announced that applications for this year's program are now available.

Since 1983, the award has been presented to 53 Canadian companies who successfully exported their products outside our borders. Minister Carney stated:

"Canada's economy is dependent on trade to a greater degree than almost any other country and growth in trade translates directly into jobs and economic wealth for Canadians."

The Minister said "Canadian exporters have become world-class competitors and our Export Award winners are not afraid of the future - they are ready for the challenge of the 21st century".

Companies meeting one, or a combination of the following requirements, are eligible to win a Canada Export Award:

- ° success in introducing new export products in world markets
- ° success in breaking into new markets
- ° significant increases in export sales over the past three years
- ° holding markets in the face of strong foreign competition

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