



CANADA EXPORT
TRADE MONTH

LE MOIS
CANADIEN
DE L'EXPORTATION

THE CANADA EXPORT AWARD

Every year since 1983, a select group of Canadian companies has won the Canada Export Award for outstanding achievements in the export marketplace. The award recognizes the vital importance of exports to Canada's prosperity, as well as the contribution of these companies to Canada's reputation as a competitive supplier of high quality manufactured goods, and skilled, reliable services.

Out of over 1,100 entrants competing for the honour in the program's six-year history, only 80 companies have won the award. The companies are selected by a panel of prominent business people on the basis of demonstrated superior performance in the export arena. In receiving the award, Canadian companies are justifiably acclaimed not only for increasing exports, but also for successfully introducing new products or penetrating new markets.

On Monday, October 2 in Ottawa, Canada's Minister for International Trade, the Honourable John C. Crosbie, will announce the Canada Export Award winners, officially launching Canada Export Trade Month. The event is sponsored annually by External Affairs and International Trade Canada, in conjunction with the annual meeting of the Canadian Exporters' Association.

The winning companies range in size from large, established corporations like CAE Electronics Ltd. outside Montreal, to tiny Abegweit Seafoods Inc. of Charlottetown. They represent the gamut of Canadian industry, from agricultural and food processing to transportation equipment, chemicals and electronics.

Export Award winners have reported that the recognition they have received through the awards has been an important marketing tool, raising the company's profile at home, attracting new foreign customers, and giving a real boost to employee morale. Winners may use the Canada Export Award logo in their advertising and promotional materials for three years after they receive the award.

A survey of the four-year period between 1983 and 1988 showed that 26 per cent of Canada Export Awards went to small companies (100 or fewer employees); 23 per cent were won by large companies (1,000 or more); while the remaining 51 per cent went to medium-sized companies. In terms of total sales, 41 per cent of winning companies had sales of \$50 million or more; 9 per cent had sales of \$5 million or less. About half had annual sales between \$5 million and \$50 million.

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