

News Release

Minister for
International
Trade



Communiqué

Ministre du
Commerce
extérieur

No. 217

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October 3, 1988.

CANADA EXPORT AWARD WINNERS ANNOUNCED

Fifteen Canadian companies, selected for their outstanding work selling Canadian goods and services abroad, have won the 1988 Canada Export Award.

International Trade Minister, John C. Crosbie, announced the winners, saying "export opportunity is knocking on Canada's door, and the success of these outstanding exporters shows that Canadian companies that seize the initiative will reap the benefits. These winners demonstrate how important it is for all Canadian companies to position themselves for the opportunities that will result from the Canada-U.S. Free Trade Agreement, as well as from improved market access resulting from Canada's active participation in multilateral trade negotiations."

In 1987, Canada exported \$144 billion worth of products and services which helped generate over one third of Canada's Gross Domestic Product. Every billion dollars earned through exports will create as many as 20,000 jobs. In fact, today, the livelihood of one out of every three employed Canadians in all parts of the country depends on export trade.

The awards were presented by the Right Honourable Joe Clark, Secretary of State for External Affairs, at a dinner in Calgary following the annual meeting of the Canadian Exporters' Association. Each winning company received a plaque and the right to use the Canada Export Award logo on its stationery and promotional material for the next three years.

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The 15 winners are: Ault Foods Limited, Etobicoke, Ont.; Baymag, Calgary, Alta.; Canadian Helicopters, St. John's, Nfld.; CHAMPION ROAD MACHINERY LIMITED, Goderich, Ont.; Clearwater Fine Foods Inc., Bedford, N.S.; Geac Computer Corporation Limited, Markham, Ont.; Imax Systems Corporation, Toronto, Ont.; INTERA Technologies Ltd., Calgary, Alta.; MacMillan Bloedel Limited, Custom Processing Division, Richmond, B.C.; Noranda Sales Corporation Ltd., Toronto, Ont.; NovAtel Communications, Ltd., Calgary, Alta.; POSITRON Industries Inc., Montreal, P.Q.; ROWNTREE FARMS LIMITED, Brampton, Ont.; Sabian Ltd., Meductic, N.B.; and Universal Paper Export Co. Ltd., Montreal, P.Q. More than 250 companies from across Canada competed for the award.

At the same ceremony, seven previous winners of the Canada Export Award were honoured with citations in recognition of their continuing excellence in exporting. They are: Babcock & Wilcox Canada, Cambridge, Ont.; CAE Electronics Ltd., Saint-Laurent, P.Q.; Canparts Automotive International Ltd., Cambridge, Ont.; Canpotex Limited, Saskatoon, Sask.; Dow Chemical Canada Inc., Western Canada Division, Fort Saskatchewan, Alta.; FAG Bearings Limited, Stratford, Ont., and Stanley Associates Engineering Ltd., Edmonton, Alta.

The ceremony was the first major event of Canada Export Trade Month, an annual month-long program of activities held to stimulate awareness of the importance of export trade to Canada. Canada Export Trade Month is co-ordinated by the Department of External Affairs and run jointly by a number of federal and provincial government departments, with the co-operation of private organizations and companies across Canada.

There have been 80 winners of the Canada Export Award since the program started in 1983. The winning companies have come from all parts of Canada and from a cross-section of Canada's exporting community. Exporting excellence, as judged by an independent panel, is the program's single most important criteria.

The members of the panel were: Mrs. Jeanne Geldart, President Atlantic Provinces Chamber of Commerce (Moncton); Mrs. Vanessa Tourangeau, President, Canedex (Scarborough); Robert Q. Phillips, President, Cansulex Ltd. (Vancouver); F.R. Petrie, Past President, Canadian Exporters' Association (Ottawa); Ms. Doreen Wallace-Ruso, Manager, Canadian Manufacturers' Association

(Toronto); Wayne Gooding, Managing Editor, Canadian Business (Toronto), and Brian Schumacher, Acting Assistant Deputy Minister, International Trade Development, Department of External Affairs (Ottawa).

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For more information, contact:

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Canada Export Trade Month
Ottawa, Ontario

613-235-5357

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Media Relations Coordinator
Canada Export Trade Month
Ottawa, Ontario

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CANADA EXPORT
TRADE MONTH

LE MOIS
CANADIEN
DE L'EXPORTATION

The winners of the 1988 Canada Export Award are:

Ault Foods Limited

405 The West Mall
Etobicoke, Ontario M9C 5J1

Based in Etobicoke, Ontario, Ault Foods Limited employs about 3,000 people to process and package fluid milk into cheddar and specialty cheeses, skim milk powder, infant formula, whey powder, and specialized custom dairy blends for use in food and value-added manufacturing around the world. Ault has been exporting for over 15 years, and its sales have increased steadily, with 1987 levels reaching the highest in company history. Intense competition comes from the United States, the European Economic Community and New Zealand. Exports include cheddar cheese and speciality cheeses to Britain and the United States, skim milk to Egypt, whey powder to Taiwan and Korea, and demineralized whey powder for infant formula to Ecuador, the Netherlands, the Philippines and Australia.

Contact: Lyle Shrigley, General Mgr, Ault Industrial Trading
Business
TEL: 416-620-3121

Baymag

800-10655 Southport Rd. S. W.
Calgary, Alberta T2W 4Y1

Calgary-based Baymag is one of the world's largest producers of refractory grade fused magnesium oxide, as well as being North America's largest manufacturer of calcined magnesium oxide. Baymag employs 98 people and has been exporting its products for over five years. In 1987, exports accounted for over 80 percent of the company's sales. The company credits its competitive pricing, high technical standards and reliable delivery for its successful entry into its major markets: the United States, Austria, Venezuela, West Germany and Australia. Fused magnesium oxide is a newly developed product that is finding increasing acceptance by refractory manufacturers as a superior raw material to dead-burnt magnesite.

Contact: Ronald A. Moore, Sales Director
TEL: 403-271-9400

EXPORTS
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CANADA EXPORT AWARD WINNERS

2

Canadian Helicopters

P. O. Box 5188

St. John's, Newfoundland A1C 5V5

Canadian Helicopters, with headquarters in St. John's Newfoundland, employs about 950 people and operates 196 helicopters in Canada and around the world. The company's advanced fleet of helicopters has supported drilling rigs in a number of countries, and is currently supporting contracts in 11 countries: Ecuador, China, Egypt, Thailand, the United States, New Zealand, Morocco, Bangladesh, Gabon, the Philippines, and Trinidad. In 1987, export sales accounted for 60 percent of Canadian Helicopters' business. In that year, the eastern division of Canadian Helicopters, Sealand Helicopters, opened a permanent sales office in Quito, Ecuador. Penetrating the South American market was difficult and time-consuming, but the company achieved its goal in the face of strong competition from the United States, France and the United Kingdom.

Contact: Christine Baird, Manager-Special Projects/TEL: 709-570-0721

CHAMPION ROAD MACHINERY LIMITED

P. O. Box 10

160 Maitland Road

Goderich, Ontario M4Y 1N1

The Champion name has been associated with road graders since 1886. Based in Goderich, Ontario, Champion, employs about 700 people in the manufacture and distribution of road graders, attachments and parts. The company has been exporting for over 30 years, and in 1987 exports accounted for over 60 percent of the company's business. Champion does business in 90 countries around the world, with major markets the United States; Europe; Africa; South and Central America; Australia, and South East Asia. Champion has succeeded in South East Asia despite Japan's dominance of the market through increased sales calls and a joint venture in Thailand. Champion's marketing tools include promotional videos, product brochures and attendance at trade fairs.

Contact: Bruno Lapaine/TEL: 519-524-2601

Clearwater Fine Foods Inc.

757 Bedford Highway

P. O. Box 310

Bedford, Nova Scotia B4A 2X3

Based in Bedford, Nova Scotia, and employing about 4,000 people, Clearwater Fine Foods Inc. grows, harvests, processes and markets seafood on both Pacific and Atlantic coasts.

Clearwater has been exporting for more than three years and is Canada's largest exporter of live lobster, sea scallops, shrimp and clams. Export sales quadrupled in 1987, accounting for 95 percent of all sales. The company's major markets are the United States, Europe and Japan. Clearwater's vertical integration, technologically advanced fleet, and strategically located production facilities, enables it to harvest resources efficiently and process them rapidly.

Contact: Steve Jennex, Public Relations/TEL: 902-443-0550

Geac Computer Corporation Limited
350 Steelcase Road West
Markham, Ontario L3R 1B3

Headquartered in Markham, Ontario, Geac employs about 1700 people to design and produce complete on-line computing solutions for the retail banking and library automation markets. These include mainframe and peripheral hardware, application-specific software, and advanced operating systems. Geac systems are currently in use by over 700 financial institutions and libraries, among them some of the most prestigious institutions in the world. Exports accounted for 66 percent of total sales in 1987, with major export markets in the United States and Europe. Geac operates subsidiaries in the United States, the United Kingdom, Europe and Australia. Manufacturing facilities are in Canada and Ireland, and system-development is done company-wide.

Contact: Reid M. Drury, Chief Operating Officer/TEL: 416-475-0525

Imax Systems Corporation
38 Isabella Street
Toronto, Ontario M4Y 1N1

Imax Systems Corporation is the inventor and developer of the award-winning giant screen IMAX® and dome screen OMNIMAX® motion-picture systems. More than 140 million people around the world have been entertained by the revolutionary 70mm 15-perforation system since it premiered in 1970. Currently employing 220 people, the company is involved in film making, design, manufacturing, research and development, consulting and theatre operations. Exports accounted for 80 percent of sales in 1987, with major markets in North America, Japan and Europe. By the end of 1988, there will be 58 permanent theatres in 14 countries. SOVIMAX, a joint venture with the Soviet Union, will work towards both developing films and setting up IMAX/OMNIMAX theatres in several locations in the Soviet Union. Imax has headquarters in Toronto, with research

CANADA EXPORT AWARD WINNERS

4

and manufacturing in Oakville, Ontario; permanent offices in Japan and Europe, and subsidiaries in Los Angeles, California, and Birmingham, Alabama.

Contact: Jennifer Rae, Corporate Communications/TEL: 416-960-4352

INTERA Technologies Ltd.
2500 101-6th Avenue S. W.
Calgary, Alberta T2P 3P4

Calgary-based INTERA Technologies, employing about 140 people, specializes in computer-oriented data collection and processing, mainly in the areas of remote sensing, airborne geophysics, atmospheric research and numerical modelling. Intera has offices in the United States, the United Kingdom, Greece and Indonesia. In 1987, exports accounted for 68 percent of its sales. In that year Intera sold video displays to customers in the United States, and radar imagery processing equipment to customers in the Netherlands, Indonesia, the United States and Papua New Guinea. During that year, it also conducted research into weather-modification in Greece. Its major competition comes from companies in the United States and Europe.

Contact: Marc Wride, V.P., Marketing/TEL: 403-266-0900

MacMillan Bloedel Limited
Custom Processing Division
6311 Graybar Road
Richmond, British Columbia V6W 1H3

MacMillan Bloedel's Custom Processing Division produces high-value specialty lumber components used in windows, doors, mouldings, ladders and exposed decorative wood applications throughout the world. The division employs about 75 people and operates as a separate business unit within MacMillan Bloedel Limited. Exports in 1987 accounted for over 90 percent of total sales, with major markets in Asia, Europe and the United States. The division has opened new markets for Canadian hemlock lumber products in these countries. This has been achieved by intensive marketing surveys, numerous visits to the markets, continuous refinements to products, and a strong commitment to service and reliability of supply.

Contact: Scott Alexander, Mgr. Media Relations/TEL: 604-661-8442

Noranda Sales Corporation Ltd.
4 King Street West
Suite 900
Toronto, Ontario M5H 3X2

Noranda Sales Corporation is the marketing organization for Noranda Minerals Inc. Employing about 145 people, it markets

CANADA EXPORT AWARD WINNERS

primary mineral and metal products, chemicals and fertilizers. It also provides marketing services for 20 other mining and metallurgical companies outside the Noranda Group and engages in commodity trading, commodity brokering and market investment. Noranda Sales Corporation has been exporting for 25 years, and, in 1987, exports accounted for 63 percent of its business. Its most important markets are the United States and the European Economic Community. The company entered the zinc-shot market in 1986. The product required two years to research and develop. Noranda faces stiff competition for this market from domestic producers, which are located closer to end users and using alternative technologies unknown at the time Noranda entered the market.

Contact: T. H. Zier-Vogel/TEL: 416-982-7038

NovAtel Communications, Ltd.

1020-64th Avenue N. E.
Calgary, Alberta T2E 7V8

Headquartered in Calgary, NovAtel Communications, Ltd. employs more than 800 people in the research, development and manufacture of cellular telephone systems and a variety of cellular telephones for the world market. NovAtel has been exporting for four years, and in 1987 exports accounted for over 70 percent of the company's sales. The company's biggest markets are the United States and the United Kingdom, where it faces intense competition. New products introduced in 1987 included hands-free peripheral units and a new generation of cost-effective transceivers for the 800 MHz cell site section of the cellular system. The company has offices in the United States, Hong Kong, and the United Kingdom.

Contact: Robert Betteridge, Mgr., Advertising and Public Relations; or Leone Béchar, Public Relations Coordinator/TEL: 403-295-4605

POSITRON Industries Inc.

4810 Jean-Talon West
Montreal, Quebec H4P 2N5

Montreal-based Positron employs more than 350 people and has been designing and manufacturing telecommunications equipment for highly-specialized markets since 1970. The company's main product lines include Enhanced 9-1-1 emergency response systems; TRCC Integrated Telephone/Mobile Radio Communications Consoles; high-voltage protection products and highly sophisticated trading telephones. Positron's export sales doubled in both 1987 and 1988, and exports now account for 75 percent of the company's total revenue. Overseas sales are handled by agents in the United Kingdom, Saudi Arabia, Kuwait, New Zealand, Australia, Hong Kong and Singapore.

Contact: Ms. Marjolaine Tsujio/TEL: 514-738-2200

CANADA EXPORT AWARD WINNERS

6

ROWNTREE FARMS LIMITED
RR #2
Brampton, Ontario L6V 1A1

Located in Brampton, Ontario, and employing about 15 people, family-owned Rowntree Farms breeds and exports purebred dairy cattle, frozen embryos and horses. Rowntree has been exporting for more than 10 years, and in 1987 exports accounted for 95 percent of its total business. The company's most important markets are Peru, the Soviet Union, Ecuador, Venezuela and Colombia. Breaking into the Peruvian market took Rowntree two years of extensive travel and negotiation with business and government. Sales to the Soviet Union, in the face of stiff competition from the European Economic Community and the United States, resulted from three years of continuous negotiation and 21 trips to that country.

Contact: Ms. Robin Rowntree/TEL: 416-846-1566

Sabian Ltd.
Main Street
Meductic, New Brunswick EOH 1L0

From its headquarters in Meductic, New Brunswick, Sabian manufactures fine-quality bronze cymbals used by drummers the world over, from popular rock groups to some of the world's most prestigious orchestras. Employing about 75 people, Sabian has been exporting for over six years, with major markets in the United States, Japan, West Germany and the United Kingdom. Exports rose by 50 percent in 1987, accounting for 81 percent of the company's total sales. The company has repeatedly introduced model innovations to both new and traditional markets worldwide, and most of its growth has been at the expense of its major competitors, despite intense competition from United States and Swiss manufacturers. Sabian has offices in the United States and the United Kingdom.

Contact: David McAllister, V. P. Marketing/TEL: 506-272-2019

Universal Paper Export Co. Ltd.
1198 Mountain Street
Montreal, Quebec H3G 1Z1

Universal Paper is a trading house exporting Canadian forest products to 50 countries around the world. It has been exporting for over 17 years, and its customers include major newspaper and magazine publishers; paper converters; paper, tissue and board manufacturers; rayon-fibre manufacturers; manufacturers of tire cord and nitrocellulose. Universal's major markets are the Indian sub-continent, Brazil, Italy, France, Australia, Saudi Arabia and the Pacific Rim. The company exports to some of the largest industrial houses in

CANADA EXPORT AWARD WINNERS

7

these countries, as well as various government purchasing agencies. Within the last three years, Universal gained entry to Middle Eastern markets in the face of strong competition from Scandinavia and South America.

Contact: Ravi Mehra, President/TEL: 514-878-1906 5, 1980.

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Foreign Affairs: The Right
following statement:
... their will in a clear
of great satisfaction that
conditions without any
and sense of
... expect the
elections for
a trouble free
civilian government.

Secretary of State
OTTAWA
Foreign Affairs