



## News Release

## Communiqué

No. 60

March 30, 1992

### WILSON LAUNCHES THE CANADA EXPORT AWARDS COMPETITION

The Honourable Michael Wilson, Minister of Industry Science and Technology and Minister for International Trade, has launched the Canada Export Awards competition.

"One in three Canadian jobs depends on trade, and exports account for 25 per cent of our gross domestic product. Because trade is so important to Canada, I'm proud to promote and encourage the kind of dedication and initiative exhibited by the Canada Export Award winners," Mr. Wilson said.

The Canada Export Awards will be presented during a ceremony to be held in Montreal on October 5, 1992. This year marks the 10th anniversary of the Awards.

"Canada's economic future depends on our capacity to compete internationally. Rapid change in the global marketplace has made innovation the key to our international competitiveness. The Canada Export Awards are proof that Canadians are meeting challenges in the international marketplace with confidence and determination," the Minister added.

Applications for the 1992 Canada Export Awards must be received no later than May 15, 1992. To obtain an application or for more details, businesses should contact EAITC's toll-free InfoExport Hotline at 1-800-267-8376 (Ottawa 993-6435).

- 30 -

For further information, media representatives may contact:

Media Relations Office  
External Affairs and International Trade Canada  
(613) 995-1874

## BACKGROUND

### THE CANADA EXPORT AWARDS

The Canada Export Awards are presented annually by the Minister of Industry, Science and Technology and Minister for International Trade to Canadian companies in recognition of their success in exporting to foreign markets. Recipients of the awards are selected by a panel of prominent business leaders and successful exporters from across Canada.

To be eligible, companies must reside in Canada and have been actively exporting for at least three years. In selecting the winners, the committee takes into consideration the following criteria:

- success in introducing new export products or services into world markets;
- significant increases in export sales;
- holding markets in the face of strong competition;
- a high level of Canadian content; and
- a high ratio of export sales to total sales.

Past recipients have reported that the recognition they have received from the Awards has been an important marketing tool, raising their profile at home, attracting new customers in foreign markets, and giving employees a sense of pride and self-esteem.

In the words of L. David Caplan, President and Chief Executive Officer, Pratt & Whitney Canada, a 1991 recipient, "It is always stimulating to see one's accomplishment being recognized. We are making sure that all our employees are aware of the Canada Export Award received by Pratt & Whitney Canada from the Canadian government. It is really their award. I personally believe that initiatives such as these are necessary to create and maintain the competitive spirit needed for this country to succeed as an exporter."

Winning firms may use the Canada Export Awards logo in their promotional efforts for three years and are featured in a nationwide advertising campaign to recognize their achievements and to encourage others to emulate their performance as exporters. Winning companies are presented with a plaque and citation from the Minister highlighting their export accomplishments.

In the 10 years since the program's inception, some 1,500 applications have been received and 124 companies have won the award. The Awards ceremony is an important element of Canada International Trade Month (CITM), held annually in October. CITM consists of a series of activities and events designed to focus the attention of Canadians on the importance of trade to their continued economic prosperity.

The  
Bar.  
Joh.  
est.

The  
pro  
oce  
be  
Sci

"PI  
enh

"PI  
cli  
eff  
sur

The  
rat  
exp  
cou

For

Med  
Ext  
(61

or

Dr.  
Dir  
Bic  
Fis  
Ott  
(61