



Minister for
International Trade

Ministre du
Commerce extérieur

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MINISTER KELLEHER ANNOUNCES
THE SEARCH FOR CANADA'S TOP EXPORTERS

The search is on for Canada's top exporters. The Honourable James Kelleher, Minister for International Trade, today announced that applications for this year's Canada Export Awards Program are now available.

Since inception, the Canada Export Awards have been presented to 41 companies who have demonstrated a special mix of export accomplishments from breaking into new markets to introducing new products to world consumers. Established in 1983 by the Department of External Affairs, the program is open to exporting companies from coast to coast. Minister Kelleher explained, "This is an excellent opportunity for small and medium size companies, as well as larger firms, to gain recognition for their exporting efforts".

Applicants will be judged on the basis of the following criteria:

- o level of Canadian content in export products;
- o range of export markets;
- o ratio of exports to total sales; and
- o ability to maintain market share in the face of tough foreign competition.

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Canada

The 1986 Canada Export Awards will be presented by James Kelleher on October 14, 1986 in Vancouver, British Columbia. Winners will be announced in a special luncheon ceremony organized by the Department of External Affairs at the Canadian Export Association's annual meeting at the Pan Pacific Vancouver Hotel.

The deadline for receipt of this year's entries is **July 4th**. For applications call the Department of External Affairs' toll-free Info Export service at 1-800-267-8488, or the Trade Development Division of any regional office of the Department of Regional Industrial Expansion across Canada.

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