



news release

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MACLAREN LAUNCHES COMPETITION FOR 12th ANNUAL CANADA EXPORT AWARDS

The Honourable Roy MacLaren, Minister for International Trade, today launched the 1994 Canada Export Awards competition.

The Awards are presented annually by the Department of Foreign Affairs and International Trade to a select number of Canadian companies in recognition of their success in exporting to foreign markets.

"As one of the countries most dependent on trade, Canada wants to encourage more and more of our companies to export successfully, thereby contributing to job creation and to our high standard of living," Mr. MacLaren said.

Canadian exports (on a balance-of-payment basis) for the first 11 months of 1993 reached a record \$165 billion, representing a near 16-percent increase over the same period in 1992. The increases to the United States -- Canada's largest market -- were even greater, with exports reaching close to \$132.5 billion, up almost \$23 billion or 20.6 percent over the first 11 months of 1992.

"This record-setting performance demonstrates that Canadian exporters can indeed compete with the best in the world," the Minister said. "Now that the North American Free Trade Agreement is opening new markets to the south, and with the historic signing of the Uruguay Round set to liberalize trade worldwide, I am confident our exporters are poised to reach even further heights."

To be eligible for the Canada Export Awards, companies must reside in Canada and have been exporting actively for at least three years. Winners are selected by a panel of business leaders and successful exporters from across Canada (see list attached).

The Awards, now in their 12th year, will be presented by the Minister for International Trade on October 4 in Toronto, in

conjunction with the 100th anniversary celebration of the Canadian Trade Commissioner Service, the 50th anniversary celebration of the Export Development Corporation and the annual convention of the Canadian Exporters' Association.

Applications for the 1994 Canada Export Awards must be received by the Department of Foreign Affairs and International Trade no later than May 15, 1994. To obtain an application form or for further details, contact the Department's InfoEx at 1-800-267-8376 (toll-free) or 944-4000 (in Ottawa), or by facsimile (613) 996-9709.

A backgrounder is attached.

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For further information, media representatives may contact:

Media Relations Office
Department of Foreign Affairs and International Trade
(613) 995-1874

Backgrounder

The Canada Export Award, presented by the Department of Foreign Affairs and International Trade, is widely regarded by the business community as a symbol of success in the highly competitive world of export trade.

Applications to the Canada Export Award program are open to all firms or divisions of firms resident in Canada that have been exporting goods and/or services for a minimum of three years. Trading houses, financial institutions, transportation, market research, packaging and promotion firms are also eligible.

Applications for the Awards are reviewed by a selection committee of Canadian business leaders from across Canada. In selecting the winners, the committee considers a company's performance in:

- introducing new products and services into world markets;
- significantly increasing export sales;
- holding markets in the face of strong competition;
- attaining a high level of Canadian content; and
- achieving a high ratio of export sales to total sales.

1994 Canada Export Awards Selection Committee Members

Gail Bocknek, Vice-President, Bocknek Ltd. (Rexdale, Ontario);
Mark Drake, President, Canadian Exporters' Association (Ottawa, Ontario);
Patricia Glenn, President, Intecura Consulting Inc. (Calgary, Alberta);
Garth Jenkins, President, Abegweit Seafoods Inc. (Charlottetown, Prince Edward Island);
Jean-Marc Leblond, Vice-President, Sales, LAB Chrysotile, Inc. (Thetford Mines, Quebec);
David Robbie, Vice-President, Trade Finance Division, Canadian Imperial Bank of Commerce (Toronto, Ontario); and
Brian Schumacher, Assistant Deputy Minister, International Business Development Branch and Chief Trade Commissioner, Department of Foreign Affairs and International Trade (Ottawa, Ontario).

Firms receiving the Award can use the Canada Export Award logo on letterhead, advertisements and other promotional material for three years. National and local publicity and promotion campaigns also support the presentation of the Award.

Winning companies report that the recognition they have received from the Award has been an important marketing tool, raising the companies' profile at home, attracting new foreign customers, and giving a real boost to employee morale. The Canada Export Award logo, coupled with the company's name, identifies the firm as an

outstanding export achiever and serves to remind all Canadians of the importance of trade, particularly exports, to the country's economic well-being.

Winning firms are featured in nation-wide promotions recognizing their success and encouraging others to emulate their performance as exporters. Since the program's inception in 1983, 148 successful exporters, selected from over 2000 applications, have received Canada Export Awards.

1993 Canada Export Award Winners (listed alphabetically)

Hall & Stavert Ltd., Charlottetown, Prince Edward Island
Husky Injection Molding Systems Ltd., Bolton, Ontario
I.P. Constructors Ltd., Calgary, Alberta
Merfin Hygienic Products Ltd., Delta, British Columbia
Newbridge Networks Corporation, Kanata, Ontario
PROCECO Industrial Machinery Ltd., Montréal, Quebec
Rescan Consultants Inc., Vancouver, British Columbia
Ritvik Toys Inc., Dorval, Quebec
Sandylion Sticker Designs, Markham, Ontario
The Training Group Inc. (TTG), Edmonton, Alberta

Facts and Figures

A survey of the 11-year period of 1983 to 1993 showed that of the total number of Canada Export Award winners:

- 25 percent went to small companies (under 100 employees);
- 37 percent went to large companies (1000 or more); and
- 38 percent went to medium-sized companies.

In terms of total sales:

- 43 percent had sales of \$50 million or more;
- 7 percent had sales of less than \$5 million; and
- 50 percent had sales between \$5 million and \$50 million.