

# STATEMENT DISCOURS

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NOTES FOR AN ADDRESS BY  
THE HONOURABLE JAMES KELLEHER,  
MINISTER FOR INTERNATIONAL  
TRADE, ON THE OCCASION  
OF CANADA EXPORT AWARD  
PRESENTATIONS

TORONTO

OCTOBER 16, 1984

It is a pleasure for me to be with you today.

Today's program is one of over 250 events scheduled across the country during Export Trade Month. Though they're all important, this is a special event. The presentation of the Canada Export Awards is a national recognition of those companies that best embody the Trade Month objective of better export performance.

Trade Month is designed to heighten public awareness of the key role played by exports in the Canadian economy. The relationship between export sales and employment is direct, and central to our well-being as a nation. Last year, we exported more than 90 billion dollars worth of goods and services: nearly a third of Canada's Gross National Product. And 3 million jobs in our country depend on those sales.

We want to encourage business people to think about export opportunities. These are virtually unlimited. For those who are not now exporters, we want you to examine the export option. And, we want those already involved in exporting to consider prospects for expansion.

The new government has made international trade a priority, and the trade support programs offered by the Department of External Affairs will reflect that priority.

The federal and provincial governments together offer a very broad range of trade support programs. Federal assistance starts with advice from our Trade Commissioners in posts around the world on market potential in their areas and goes on to provide promotional support through trade fairs and business missions. Help with export insurance and financing is also available.

[PAUSE]

Two weeks ago I attended a major international exhibition of public transit equipment in Washington and met with representatives of 24 Canadian companies offering the high technology products demanded by the international marketplace. This event was significant, not only because it was the kick-off of Export Trade Month, and not only because it took place in the capital of the United States, our largest trading partner. It was significant because the multi-billion dollar market for mass transit equipment in cities around the globe is a market in which Canadian companies compete strongly and successfully. This could be no better example of our ability as a nation working together, to achieve our economic goals against tough international competition.

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Most of the events planned during October for Export Trade Month represent a co-operative effort of business and industry organizations, the universities, labor, individual business leaders, and the federal and provincial governments. I want to note specifically the very positive response from the provincial governments. This same nation-wide cooperative effort is symbolized by the jury members who made this year's award choices.

Let me salute them now. They are a distinguished group. I want to thank them for their contributions of time and energy which have helped to make the Canada export award such a prestigious honour.

As in last year's competition, the jury members have had difficult choices to make. The calibre of the nominees was very high. It speaks well for Canadian business too that although there were no instructions to this effect, the award recipients represent many industrial sectors, every region, and both smaller and larger enterprises.

The criteria for the Award are demanding. They require that a firm have shown a significant achievement in export marketing, in terms of sales, financing or promotion of export trade. These achievements are measured by increases in sales over the three most recent fiscal years, by success in penetrating new markets, and by success in introducing new products into the world market. Additional factors assessed include the level of Canadian content, the range of markets where sales are made, the retention of market share in the face of strong foreign competition and the ratio of a firm's export sales to total sales.

If you examine the criteria I've just outlined, you'll see that meeting them means, by definition, besting the international competition.

What is most notable about the Export Award recipients is that they've proven it is possible for Canadians to compete and win in world markets. They've won this award by doing precisely what it is we must do as a nation to maintain our prosperity. They set themselves tough goals and achieved them.

In the process, they've set a standard of skill and excellence which the rest of us must aspire to if we are to succeed in world markets.

As we prepare to honor representatives of these firms with the presentation of the Canada Export Award, I will conclude with this thought. Our country today is facing serious economic problems. The solution, or part of it at least, is for Canadians to become first class world traders. The recipients of today's award have shown us how to do it.

Now, I believe I'm supposed to turn the microphone over to the Honourable Member for Kicking Horse Pass (Dave Broadfoot) who's going to assist us with the presentations.