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1989 CANADA EXPORT AWARD PROGRAM

The 1989 Canada Export Award Program was officially launched today by the International Trade Minister John C. Crosbie.

Since its inception in 1983, this Program has honoured eighty of Canada's top exporting companies. With over a quarter of our Gross Domestic Product generated by exports of goods and services, the contribution of Canada's exporters is a prominent and growing feature of our economy and has a very real impact on the well being of every Canadian. Export performance is also a measure of the vitality and competitiveness of our economy and those attempting to meet the challenges of the international marketplace.

Minister Crosbie stated: "The signing of the Canada/U.S. Free Trade Agreement and the ongoing Multilateral Trade Negotiations will open and increase market access. This two-track trade strategy will provide tremendous opportunities for Canadian exporters".

The Minister added: "Recipients of this Award are outstanding examples of the abilities of Canadian exporters to compete in the world marketplace. The excellent success enjoyed by these exporters is a result of their determination and initiative".

Companies with at least three years experience in exporting are eligible to win a Canada Export Award if they meet one, or a combination, of the following requirements:

- success in introducing new export products in world markets,
- success in breaking into new markets,
- significant increases in export sales over the past three years, and/or
- successfully holding markets in the face of strong competition.

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Minister Crosbie will present the Awards on October 2, 1989, in Ottawa at a special ceremony organized by the Department of External Affairs in conjunction with the Annual Meeting of the Canadian Exporters' Association.

The deadline for receipt of this year's entries is May 31, 1989. For applications call the Department of External Affairs' toll-free Info Export Centre at 1-800-267-8376, or the International Trade Centre of the nearest Provincial Office of Industry, Science and Technology Canada. These will be available by April 3rd.