



Minister for
International Trade

Ministre du
Commerce extérieur

COMMUNIQUÉ

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1987 CANADA EXPORT AWARD PROGRAM

The 1987 Canada Export Award Program was officially launched today. The Honourable Pat Carney, Minister for International Trade, announced that applications for this year's program are now available.

Since 1983, the award has been presented to 53 Canadian companies who successfully exported their products outside our borders. Minister Carney stated:

"Canada's economy is dependent on trade to a greater degree than almost any other country and growth in trade translates directly into jobs and economic wealth for Canadians."

The Minister said "Canadian exporters have become world-class competitors and our Export Award winners are not afraid of the future - they are ready for the challenge of the 21st century".

Companies meeting one, or a combination of the following requirements, are eligible to win a Canada Export Award:

- ° 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
- ° holding markets in the face of strong foreign competition

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The 1987 Canadian Export Awards will be presented by Minister Carney on October 5, 1987 in Ottawa. Winners will be announced at a special luncheon ceremony organized by the Department of External Affairs in conjunction with the Annual Meeting of the Canadian Exporters' Association at the Château Laurier Hotel.

The deadline for receipt of this year's entries is June 30, 1987. For applications call the Department of External Affairs' toll free Info Export service at 1-800-267-8488, or the trade development division of the nearest regional office of the Department of Regional Industrial Expansion.