

stor
CA1
EA67
86C12
ENG

NOV - 3 1986

EXPORTS BUILD CANADA

EXPORTER, ÇA RAPPORTE

b205114 (E)

CANADA EXPORT AWARDS 1986

**Commitment, Determination And Adaptability
Are Common Characteristics
Of 1986 Canada Export Award Winners**

Twelve Canadian companies received Canada Export Awards from the Minister for International Trade, the Honourable Pat Carney at a ceremony in Vancouver, October 14 during Canada Export Trade Month. The winners represented a cross-section of Canadian businesses, large and small and a variety of industries from high technology to raw resources. They included producers of manufactured goods, agri-food, heavy equipment and technical and engineering services.

So high was the standard of competition in this year's Canada Export Award program that it was decided to create, for the first time, an Honourable Mention category to recognize 25 other companies for their exceptional contributions to Canada's export trade. More than 200 Canadian exporters took part in the 1986 Canada Export Award Program.

As varied as were the 37 companies honoured, there were striking similarities among the winners. All demonstrated a firm corporate commitment to exporting and all supported their decision by allocating the time, resources and personnel needed to penetrate and develop new markets. Almost invariably, they were also prepared to adapt, modify or redesign their domestic products and business practices to meet the specific, local preferences and requirements of their export customers. The last and most important thing they shared were the growth and increased profitability their export activities produced.

Dept. of External Affairs
Min. des Affaires extérieures

OCT 13 1989

RETURN TO DEPARTMENTAL LIBRARY
RETOURNER A LA BIBLIOTHEQUE DU MINISTERE

(more)

43-244-500



CANADA EXPORT AWARDS 1986
WINNERS

CANADA PACKERS INC.
Toronto, Ontario

Canada Packers' International Trade Division is a food and agri-business trading house which expanded its marketing emphasis to the Far East. This expansion has also meant a broadening of the product line it sells. Specialty grains, seafood products, animal feeds, refined vegetable oils, oil seeds, frozen vegetables and even peanut butter and french fries are important commodities in Pacific Rim countries. The company has recognized the importance of reciprocal trade to many of its export customers. In addition, it has also recently created a consulting section to deal with requests from customers looking for food processing, vegetable oil refining and processing, and animal feed technology and equipment.

Murray Stewart
Manager of Public Relations
Canada Packers Inc.
International Trade Division
1243 Islington Avenue
Toronto, Ontario
M8X 1Y9
(416) 766-4311

(more)

CANADIAN FOREMOST LTD.
Calgary, Alberta

The company's global view has seen it grow from a local company operating out of a borrowed office to a multi-million dollar exporter whose products move tourists over the Colombia Ice Fields, transport seismic equipment in Alaska, drill for oil in Venezuela and fight fires in Siberia. Canadian Foremost designs and manufactures specialized, high mobility, all-terrain vehicles and hydraulic oil pumping systems. A frequent client of the Export Development Corporation, through which it arranges long-term credit for many of its customers, Canadian Foremost showcases Canadian design know-how and rugged, dependable construction.

Shari Fydirchuk
Secretary to the Corporation
Canadian Foremost Ltd.
1616 Meridian Rd. N.E.
Calgary, Alberta
T2A 2P1
(403) 272-3322

(more)

CANSULEX LIMITED

Vancouver, British Columbia

The fertilizer used by farmers in Morocco, the USSR, Tunisia, Brazil and other South American countries probably contains Canadian sulphur supplied under a Canadian Sulphur Export Corporation (Cansulex) package of financial and shipping services. Stiff international competition, ever-changing market conditions and the desire of many importing countries for countertrade arrangements, and financial and other assistance require constant attention and imaginative contract negotiation. In addition to supplying the product, Cansulex provides a cost-effective means for Canadian sulphur producers to participate directly in the sulphur export market without brokers or intermediaries. One of Cansulex Limited's top priorities is the enhancement of the image of Canada and Canadian sulphur through a series of presentations, publications and close involvement with international organizations. In 1985, Cansulex sales of Canadian elemental sulphur accounted for 74 percent of total sales.

Barry Clark
Director of Market Research & Development
Cansulex Limited
2500 - 1066 West Hastings Street
Vancouver, B.C.
V6E 3X1
(604) 688-1501

(more)

CAPSULE TECHNOLOGY INTERNATIONAL LTD.
Windsor, Ontario

In just four years, Capsule Technology International Ltd. has staked out a slice of the world pharmaceutical market. True to its name, Capsule Technology has encapsulated all the design, manufacturing, machinery, marketing, technology and training needed to set up turnkey capsule manufacturing plants anywhere in the world. In 1986, the company launched a new product, a capsule sealing machine, Epaseal, to seal capsule products in order to prevent tampering. Nineteen eighty-six was a great year for Capsule Technology. It won out over 700 exhibitors from 120 countries to take the Gold Medal Award for innovation and design at Europe's oldest and largest trade fair in Leipzig.

Joseph Nemrava
Senior Vice President
Capsule Operation
Capsule Technology International Ltd.
2001 Huron Church Road
Windsor, Ontario
N9C 2L6
(519) 969-5404

COGNOS INCORPORATED
Ottawa, Ontario

An Ottawa company wants to go one better. Cognos Incorporated, developer of fourth generation application language for minicomputers, wants Canadians to be tri-lingual and to speak English, French and POWERHOUSE. Cognos is successfully marketing its advanced computer language in the world's most competitive computer market, the U.S. Already, 115 of the Fortune 500 companies are POWERHOUSE clients, along with 5,000 other customers in 49 countries. POWERHOUSE is taught today in 96 colleges and universities around the world. The U.S. remains the richest Cognos market followed by Europe. The company also has offices in Australia, Hong Kong and is represented in Japan.

Danielle Delorme
Manager of Marketing and Sales Support
for Canadian Operations
Cognos Incorporated
3755 Riverside Drive
Ottawa, Ontario
K1G 3N3
(613) 738-1440

(more)

COOPÉRATIVE FÉDÉRÉE DE QUÉBEC
Montreal, Quebec

Premium quality, competitive prices and aggressive marketing put 1.5 million kilograms of Quebec cheddar on Japanese plates and Quebec butter, chickens, and fresh and packaged meats on other tables in Canada and the U.S. and a score of other countries. One secret of the success of Coopérative Fédérée de Québec is its willingness to adapt its products, meat cuts and packaging to customs and tastes of its foreign customers. Coopérative Fédérée is an economic mainstay for its 35,000 members in the fiercely competitive agri-food industry. Earlier this year, in Lisbon, five of its Savourin brand butters each won a "World Quality Selection" Gold Medal.

Jacques Cloutier
Director of Finance
Coopérative Fédérée de Québec
1055 du Marche Central Street
Montreal, Quebec
H4N 1K3
(514) 384-6450

ILCO UNICAN INCORPORATED
Montreal, Quebec

Developing systems and hardware for screening out the unwanted and unauthorized without inconveniencing the welcome has made ILCO UNICAN INCORPORATED a world leader in physical security systems. For more than 50 years, the company has been a frontrunner in its industry. It is the world's largest manufacturer of key blanks and key duplicating equipment and the developer of the first changeable combination pushbutton lock. It's latest innovation is an electronic access card for hotel guests which, in effect, changes the locks on their room doors every time they are rented.

Christopher Beames
Export Manager
ILCO UNICAN INCORPORATED
7301 Decarie Blvd
Montreal, Quebec
H4P 2G7
(514) 735-5411

(more)

MACDONALD DETTWILER AND ASSOCIATES LTD.
Richmond, British Columbia

If high technology put Canada on the map, MacDonald Dettwiler and Associates of Richmond, B.C. put the high technology into mapping. The company's MERIDIAN unit is the world's first end-to-end satellite mapping system and its Fire9000 laser photo-plotting system is simpler to operate, 25 times faster and provides four times the resolution of the best of its competitors. The quality and performance of the MacDonald Dettwiler mapping systems have become the standard against which all other systems are compared.

Monica Ochs
Information Officer
MacDonald Dettwiler and
Associates Ltd.
3751 Shell Road
Richmond, B.C.
V6X 2Z9
(604) 278-3411

PETER BAWDEN DRILLING LTD.
Calgary, Alberta

Peter Bawden Drilling Ltd. offers project management, contract drilling, engineering, training and technical assistance to the global hydrocarbon, geothermal and water drilling industries. The company, whose export markets account for 86 percent of its total sales, has parlayed innovative techniques and proven success into winning contracts from larger, but less adaptable competitors in developing nations around the world. Typical was its proposal to provide a state-of-the-art training centre for Petronas, the government oil company in Malaysia complementing a contract to provide on-the-job-training and management of a Petronas jack-up drilling rig in the South China Sea.

Jim Conroy
Vice President
and General Manager
Peter Bawden Drilling Ltd.
2900 - 300 - 5th Avenue S.W.
Calgary, Alberta
T2P 3C4
(403) 265-1511

(more)

THE ROYAL CANADIAN MINT

Ottawa, Ontario

Making money by making money, beautifully, was the route followed by Ottawa's Royal Canadian Mint to boost its share of the international market in gold bullion investment coin from 28 percent to an amazing 65 percent.

The road wasn't an easy or a quick one. The Mint was up against a long-established, entrenched and heavily-promoted competitor. Spearheaded by an aggressive marketing and advertising program, the Mint's handsome Gold Maple Leaf coin became the number one choice in every market in which it was introduced, including Hong Kong, the toughest bullion market in the world.

The investment coin is but one of the Mint's products, others include Olympia Commemorative Coins, all of Canada's coinage as well as coinage for other countries and also medallions and tokens.

Murray Church
Director of Communications
The Royal Canadian Mint
355 River Road
Ottawa, Ontario
K1A 0G8
(613) 993-2239

SHELL CANADA CHEMICAL COMPANY

Don Mills, Ontario

In the U.S., Japan, China, Indonesia and around the world, Shell Canada Chemical Company sells products few people can spell or pronounce, but which almost all use every day. Xylene, styrene monomer and polypropylene aren't ordinary household words but the products made from them are. Toys, electronics, plastics, appliances, packaging and hundreds of other products used everywhere, every day are manufactured from the petrochemicals produced by Shell in its Ontario, Quebec and Alberta plants.

Joe Mariash
Director of Communications
Shell Canada Chemical Company
75 Wynford Drive
Don Mills, Ontario
M3C 2Z4
(416) 443-7124

(more)

SR TELECOM INC.
St. Laurent, Quebec

The designer, developer, manufacturer and marketer of telecommunications systems, SR TELECOM INC., of St. Laurent, Quebec, is a well known name to telephone administrations in Africa and countries of the Far and Middle East, and is beginning to have a familiar ring to telephone users in Australia and New Zealand. The company's success is through a product it pioneered initially for rural Canada, and was found to have excellent application to rural areas in many parts of the world. The result has been success in the growth markets of Turkey, Yemen, the People's Republic of China and 37 other countries. SR TELECOM'S exports accounted for 95 percent of its sales in 1985.

Jack Zavitz
Vice President
Business and Government Relations
SR TELECOM INC.
8150 Trans-Canada Highway
St. Laurent, Quebec
H4S 1M5
(514) 335-1210

(more)

CANADA EXPORT AWARDS 1986
HONOURABLE MENTIONS

CANAC INTERNATIONAL INC.
Montreal, Quebec

CANAC INTERNATIONAL INC. is a subsidiary of Canadian National Railways, offering consultancy services in the transportation sector, systems engineering and turnkey delivery of microwave, fixed and mobile communications together with integrated computer and specialized telecommunications applications. It also offers the sale of railroad material and equipment. The India Operations Information System contract is the result of four years of marketing efforts. Key elements in the company's success were the demonstrated excellence of the CN TRACKS software and superior training capability by CN TRACKS personnel. The contract was the object of intense bidding by German, French, U.S. and British railways.

M. De Pellegrin
President
CANAC INTERNATIONAL INC.
P.O. Box 8100
Montreal, Quebec
H3C 3N4
(514) 399-3500

(more)

CANADIAN MARCONI COMPANY

Montreal, Quebec

Satisfactory acceptance tests of 30 tactical communications switchboards to the People's Republic of China may pave the way for further sales and eventually to licensed production of the equipment in the PRC. The Canadian Marconi Company, designers, developers and manufacturers of high technology electronics and communications products, was selected by the PRC after a two-year analysis by PRC defense production experts. For commercial telecommunications service, the company's CMA-755 Telex/Low Speed Data Switching system was selected by British Telecom to replace aging equipment supplied by various competitors. The first of the exchanges went into service in 1984 and, at the rate of one exchange per month, the installation was completed in 1985.

Janka Dvornik
Manager of Corporate Communications
Canadian Marconi Company
2442 Trenton Ave.
Montreal, Quebec
H3P 1Y9
(514) 341-7630

(more)

CHEMETICS INTERNATIONAL COMPANY

Vancouver, British Columbia

Chemetics International has been an engineering contractor-supplier of turnkey chemical plants and processes, proprietary equipment and design services for more than 20 years. In the highly competitive international bleaching technology field, the company has obtained six of the last seven chlorine/caustic soda plant contracts. The company has been successful in selling its technology to major chloralkali producers world-wide. The company sensed a shift toward smaller, on-site facilities and away from the larger, merchant plant operations, and geared itself to take advantage of it. The new market consists of the retrofit of older facilities using outdated technology, expansion of existing plants and on-site facilities at new or existing pulp mills, and new grassroots merchant facilities.

Barry MCIntosh
Marketing Services
Chemical Plant Division
Chemetics International Company
A Business Unit of C-I-L Inc.
1818 Cornwall Avenue
Vancouver, British Columbia
V6J 1C7
(604) 734-1200

(more)

CONNAUGHT LABORATORIES LIMITED
Willowdale, Ontario

Connaught Laboratories Limited's mission is to become a leading world supplier of biologically-based products for the prevention, diagnosis and treatment of selected human diseases. It is already one of the five major full line vaccine exporters in the free world. A 1983 contract, between UNICEF and the company to act as project consultant and bulk vaccine supplier for a measles vaccine production plant in Pakistan, is typical of Connaught's export activities. The 1983 contract, won against dominant European competitors resulted in Pakistan becoming a large market for its viral vaccines. It also led to the award of another contract with Pakistan for rabies vaccine. Connaught is currently negotiating with the People's Republic of China for diphtheria-pertussis and tetanus and Sabin polio vaccine production. Among the lowest cost producers in the world, Connaught is the number one supplier of vaccines to the world. Its technology transfer projects have an important multiplier effect on other Canadian export production.

Norm Helm
Public Relations Counsel
Connaught Laboratories Limited
1755 Steeles Ave. West
Willowdale, Ontario
M2R 3T4
(416) 233-9060

(more)

DELORO STELLITE INC.
Belleville, Ontario

Deloro Stellite Inc., a metal fabricator, resolved not to become just another 'me too' foundry. The decision has won it important export contracts in the U.S., Argentina and Europe and confirmed its belief that top quality could overcome a higher price structure. In the U.S., against 24 domestic competitors, the company's HASTELLOY pump parts so extended the life of pump parts operating in a corrosive environment, that customers now order them as they require them, judging their higher cost to be worth their extended service life. A Deloro Stellite corrosion resistant Pierce Plug (used in oil industry seamless tubes) outperformed all competitors including two U.S. companies, one of which specialized exclusively in Pierce Plugs.

Bob Monds
Marketing Services Specialist
Deloro Stellite Inc.
P.O. Box 5300
471 Dundas Street E.
Belleville, Ontario
K8N 5C4
(613) 968-3481

DYER EQUIPMENT INC.
Calgary, Alberta

Involved in exporting for the past six years, Dyer Equipment does 90 percent of its business in foreign markets. Dyer manufactures oil and gas servicing equipment, a sector previously dominated by U.S. multinational companies. The company's products are usually sold on a project by project basis and the exposure gained by a completed sale frequently leads to additional or on-going business. A major source of business has been the burgeoning oilfield exploration activities of the People's Republic of China.

J.R. Sheard
Senior Vice President
Dyer Equipment Inc.
9303 - 51st Avenue
Edmonton, Alberta
T6E 4W8
(403) 438-4762

(more)

ELECTROMED INTERNATIONAL LIMITED
St. Eustache, Quebec

Hampered by the Canadian domestic market's low potential, Electromed sought to interest existing multinational companies in using its advanced X-ray generators in their product offerings. The attractive price and advanced technology of the company's product convinced many of these companies to include Electromed generators in their product lines. To support its European presence, in 1985, Electromed established a subsidiary company, Electromed Europe S.A. The company's U.S. market penetration was enhanced by the selection of its AVIONX airport security X-ray equipment by the U.S. Air Force, which will install them at USAF installations around the world. Some 70 AVIONX units are currently in service in the U.S., a number in U.S. Court houses and another 60 are in use in Europe. The company's products are used in the U.S., France, Italy, Germany and Israel.

Claire Garneau
Administrative Assistant
Electromed International Limited
395 Industriel Blvd.
St. Eustache, Quebec
J7R 5R3
(514) 491-2100

EXPORT PACKERS COMPANY LTD.
Bramalea, Ontario

Export Packers Company Ltd. has made Canada the leading world power in the processed egg industry. Today, Export Packers supplies 35 percent of the imported egg albumen market in Japan, having displaced the U.S. as the major exporter to that market. Following extensive product testing, major Japanese food processing companies have determined that the company's processed egg products are superior to those of the 26 other countries which export similar products to Japan. The company's present leadership position in Japan took six years to achieve. The company is also a major exporter of processed egg products to the U.S.

John Hoburg Lee
President
Export Packers Company Ltd.
250 Summerlea Road
Bramalea, Ontario
L6T 3V6
(416) 792-9700

(more)

FATHOM OCEANOLOGY LIMITED
Mississauga, Ontario

Each new Fathom Oceanology contract essentially introduces a new product since each is custom engineered high technology equipment. A typical recent contract was with the Royal Norwegian Navy for a multi-million dollar Variable Depth Sonar Handling System. The award followed two years of negotiations with the Government of Norway. Fathom's international reputation, technically superior product and competitive pricing, overcame geographically closer European competition. The company was also awarded a major subcontract to a U.S. company to provide Passive Sonar Array Handling and Stowage Gear for the Canadian Patrol Frigate Program. This was also against fierce competition.

Tad Slupski
General Sales Manager
Fathom Oceanology Limited
6760 Campobello Road
Mississauga, Ontario
L5N 2L8
(416) 821-8730

FEDERAL PIONEER LIMITED
Toronto, Ontario

Federal Pioneer Limited is a diversified manufacturer of electrical transformer, distribution and control equipment. The company's growing sales to the U.S. have successfully overcome both tariff and such non-tariff trade barriers as "Buy American" provisions of many U.S. utility companies. Part of its success in the U.S. and markets in the Middle East, Africa, Asia, the Caribbean and South America is its policy of meticulous research and development, close cooperation and contact with industries and consultants, supervision of installation and provision of after-sales service and operator training.

Doug Baldwin
Vice President of Marketing
Federal Pioneer Limited
19 Waterman Avenue
Toronto, Ontario
M4B 1Y2
(416) 752-8020

(more)

FLEXI-COIL LTD.

Saskatoon, Saskatchewan

It took 15 months of preparation, negotiation and participation in a Russian agricultural trade fair for Flexi-Coil Ltd. to market its moisture conserving Harrow Packer Drawbar and other agricultural equipment in the USSR. Flexi-Coil's contract includes technology transfer provisions and a technical training program. Flexi-Coil also markets its products in the U.S., Western Europe and Australia.

Terry E. Summack
President
Flexi-Coil Ltd.
P.O. Box 1928
1000 - 71st Street
Saskatoon, Saskatchewan
S7K 3S5
(306) 934-3500

HALCYON WATERBED INC.

Downsview, Ontario

Halcyon Waterbed Inc. is developing two quite different export markets. In the U.S., where waterbeds are an established part of the bedding market, the company is introducing a very high quality, good value product. In Europe, where waterbeds are a new product and the market is 10 years behind North America, its marketing strategy includes offering support service to help retailers develop local markets. Halcyon recently opened two joint venture warehouses in Oslo and Amsterdam to provide European customers with more rapid access to its products. Intensive European market research revealed foam bedding surfaces were particularly susceptible to displacement by Halcyon's waterbeds.

André Kocsis
President
Halcyon Waterbed Inc.
355 Champagne Drive
Downsview, Ontario
M3J 2C6
(416) 636-7300

(more)

H.A. SIMONS LTD.
Vancouver, British Columbia

A small proposal review study for the Fiji Pine Commission in 1980, by H.A. Simons Ltd., an engineering consulting firm, led to the company's selection as one of four bidders in international competition. Ultimately, Simons was awarded a long-term service contract to design the Commission's \$45 million world-class sawmill. The project, to be completed in 1987, is the first industrial phase of a long-range program of afforestation and industrial diversification in western Fiji. Much of the internationally-tendered equipment required has been sourced in Canada. Simons' success in similar Australian and New Zealand sawmill projects was a factor in its selection.

Don Sturgess
Director of Projects
Financial Planning
H.A. Simons Ltd.
425 Carrall Street
Vancouver, British Columbia
V6B 2J6
(604) 664-4315

INNOVAC TECHNOLOGY INC.
Richmond, British Columbia

Four-year-old INNOVAC TECHNOLOGY INC. has taken the North American fish packing industry by storm with its damage-free wet vacuum fish pumps. The new pumps replace the dry pump technology which frequently damaged the product during processing. INNOVAC's technology processes the fish while it is suspended in water and drastically reduces or eliminates pumping damage. INNOVAC has won a major share of the U.S. market and has now penetrated European markets.

Roy Kilby
Vice President and General Manager
INNOVAC TECHNOLOGY INC.
11851 Dyke Road
Richmond, British Columbia
V7A 4X8
(604) 272-5533

(more)

KAVANAGH FOODS LTD.
Coquitlam, British Columbia

For a small family company, getting and keeping shelf space for their new granola cereal alongside the U.S. cereal giants, has required an enormous commitment. It has proven worthwhile, resulting, as it has, in significant business for Kavanagh Foods Ltd. in the U.S. market. Northern Gold Granola is the favourite granola sold in the State of Washington and is becoming increasingly popular in Oregon and Colorado. New markets are also being developed in Montana, Arizona and California.

Howard Raphael
Business Manager
Kavanagh Foods Ltd.
2378 Canoe Avenue
Coquitlam, British Columbia
V3K 6C2
(604) 941-0731

or Irene Kavanagh
Secretary Treasurer

KLÖCKNER STADLER HURTER LTD.
Montreal, Quebec

Klöckner Stadler Hurter Ltd. supplies ready to go, turnkey pulp and paper plants to its customers in Malaysia, Asia, Pakistan and China. Competition is fierce and usually the differences between a Klöckner Stadler Hurter plant and a competitors are the Canadian company's pricing, financing arrangements, its great technical expertise, its attention to meeting local conditions and the demonstrated success of plants built for other customers. The company has won an international reputation for innovation, technology transfer and sensitivity to conditions in the host country.

Mr. Allen Curleigh
Vice President of Contracts -
International Finance
Klöckner Stadler Hurter Ltd.
1600 Dorchester Blvd., W.
Suite 1200
Montreal, Quebec
H3H 1P9
(514) 932-4611

(more)

LEITCH VIDEO INTERNATIONAL INC.
Don Mills, Ontario

Growing numbers of television viewers in the U.S., Europe, Japan, Australia, the People's Republic of China, Hong Kong and many other countries around the world receive smoothly-switched, better balanced pictures and colour on their sets, thanks to sophisticated broadcast video equipment for TV stations and production houses manufactured in Canada. Leitch Video International Inc. manufactures pulse generators and processing amplifiers to meet different national television broadcast protocols.

David I. Strachan
Export Sales Manager
Leitch Video International Inc.
10 Dyas Road
Don Mills, Ontario
M3B 1V5
(416) 445-9640

MENASCO AEROSPACE LTD
Oakville, Ontario

Menasco Aerospace Ltd designs and manufactures landing gear and flight control actuation systems for military and civil aircraft. Menasco's aerospace industry contracts are usually hard-won after months and sometimes years of negotiations. They also tend to become long-term relationships. The company's persistence, its competitive pricing and industry-recognized technical capability have made it a major supplier of aircraft components. Recent export contracts include the design and manufacture of flight control systems for the new Fokker 100 aircraft and landing gear for the V-22 tilt-rotor Osprey prototype which has a follow-up potential of up to 900 landing gear sets. Menasco sales have been assisted by its participation in the Canadian government's Defence Industry Productivity program.

J.M. Cybulski
President
Menasco Aerospace Ltd
1400 South Service Road W.
Oakville, Ontario
L6L 5Y7
(416) 827-7777

(more)

MONTREAL MILLING CUTTER CO. INC.

Laval, Quebec

Customer and industry demands for food and pharmaceutical product packaging, which would guarantee freshness and reveal evidence of tampering, were the genesis of a line of automated packaging equipment manufactured by the Montreal Milling Cutter Co. Inc. After two years of market development in the U.S. and Europe, Montreal Milling's liner equipment is beginning to displace the older, slower designs of its competitors. Speed, reliability and versatility of the company's equipment is being featured and is resulting in a significant growth in the company's customer base in the U.S., Europe and Latin America.

Danielle Pichette
Marketing Coordinator
Montreal Milling Cutter Co.
1600 Cunard Ave.
Chomedey, Laval, Quebec
H7S 2B2
(514) 687-3523

NBIP FOREST PRODUCTS INC.

Dalhousie, New Brunswick

Determination and a proven ability to develop special paper grades to meet local requirements in 35 countries, is an export success formula for NBIP Forest Products Inc. Typical was a specialty rotogravure grade developed for the U.S. market. Competing against other North American and Scandinavian competitors, more than 80,000 metric tonnes were sold in 1983 and 1984. In Japan, the company became the dominant Canadian shipper after lengthy negotiations and a one third participation by Japanese interests. Current sales of 65,000 tonnes are expected to grow to more than 100,000 tonnes within two years. Ninety-eight percent of NBIP products are shipped to foreign customers.

Roger Allard
Communications Manager
NBIP Forest Products Inc.
1155 Metcalfe Street
Montreal, Quebec
H3B 2H1
(514) 878-5060

Company Address
NBIP Forest Products Inc.
451 William Street
Dalhousie, New Brunswick
E3N 3E8

(more)

PITMAN MANUFACTURING CO. INC.
Markham, Ontario

*Have been asked to
remove this company.*

Pitman Manufacturing Co. in the past built U.S.-designed hydraulic truck mounted cranes, aerial devices and digger derricks for the Canadian market under licence from the U.S. parent company. Now a wholly-owned subsidiary of Wajax Limited, the company bought its U.S. supplier and today serves the Canadian, U.S. and world markets from its enlarged and renovated plant in Markham. ~~Sixty percent of Pitman's 1985 total sales were exported to the U.S., the Middle East, Southeast Asia and South America.~~

Gordon Good
Vice President
International Sales
Pitman Manufacturing Co. Inc.
7400 Woodbine Avenue
Markham, Ontario
L3R 1A6
(416) 475-1211

SCHULTE INDUSTRIES LTD.
Englefeld, Saskatchewan

Canadian-built rock pickers, rock windrowers and hydraulic earth scrapers are helping farmers in Australia, Syria, Saudi Arabia, Switzerland and Mexico turn rocky wasteland into productive fields. Schulte, which has grown from a small town blacksmith shop to an international exporter, has won customer acceptance and support by its willingness to modify and adapt its products to meet the different field conditions faced by farmers in various markets.

Jim Carnago
Marketing Manager
Schulte Industries Ltd.
Box 70
Englefeld, Saskatchewan
S0K 1N0
(306) 287-3715

(more)

SOLARSYSTEMS INDUSTRIES LTD.
Richmond, British Columbia

Solarsystems Industries Ltd. is the world's largest producer of solar selective coatings for solar heating applications. Exporting 90 percent of its production, Solarsystems scored a coup in sales to Israel, the world's most "solarized" country. It has also opened up a large potential market in India where it expects to play a major role in developing an Indian solar industry. The company's "black chrome" is a new product which is displacing competitors' solar coatings. Despite a slowdown in the domestic solar industry following the collapse of oil prices, Solarsystems continues to thrive on its solid export business. The company was named Canada's Solar Company of the Year in 1983.

Blair Salter
Vice President of Sales and Marketing
Solarsystems Industries Ltd.
2 - 11771 Horseshoe Way
Richmond, British Columbia
V7A 4V4
(604) 271-2621

TECSULT INTERNATIONAL LIMITED
Montreal, Quebec

Selling expertise in the form of engineering, economic and feasibility studies, engineering, project management, personnel training, management and institutional consulting is the stock and trade of Tecsalt International Limited. Tecsalt's penetration of markets in French-speaking African nations beginning with Gabon, Cameroon and the Congo were in a part of the world long considered to be a preserve of France. Export sales have increased in those countries by 305 percent in just three years. In addition to fees paid to Tecsalt for its services, its business has opened the door to other Canadian companies which are selling their products as a result of Tecsalt projects.

Jean Lefebvre
Public Relations
Tecsult International Limited
85 Ste. Catherine St. West
Montreal, Quebec
H2X 3P4
(514) 287-8500

(more)

TRI-STEEL INC.
Montreal, Quebec

Consideration of life-time economics, not just of initial price, has been a successful export marketing strategy of Tri-Steel Inc. The designer and manufacturer of transmission line towers, radar, microwave and communications towers is frequently not the low bidder, but when installed costs, durability, versatility and other factors are considered, it is usually the most economical. The company has won a number of U.S. military contracts and has displaced a U.S. domestic supplier. Stringent quality control is another factor which has assisted the company to compete successfully against industry leaders from France and Italy.

Steve Legler Jr.,
Marketing Representative
Tri-Steel Inc.
1565 Cabot Street
Montreal, Quebec
H4E 1C8
(514) 769-8591

For more information on the Canada Export Award Program and Canada Export Trade Month, contact:

Joanne Bertrand-de Launay
Trade Communications Division (BTC)
Department of External Affairs
125 Sussex Drive
OTTAWA, Ontario
K1A 0G2
(819) 994-4648

- ° MORE EXTENSIVE SUCCESS STORIES ON THE WINNERS AND HONOURABLE MENTIONS ARE AVAILABLE.
- ° PICTURES OF THE 12 CANADA EXPORT AWARD WINNERS FROM THE CEREMONY ARE AVAILABLE UPON REQUEST.



[Redacted]

Storage
CA1 EA67 86C12 ENG
Canada export awards 1986. --
43244500

LIBRARY E A/BIBLIOTHEQUE A E
3 5036 20023773 6

