

News Release

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MACLAREN WELCOMES CIBC AND EDC AS "PARTNERS IN TRADE"

The Honourable Roy MacLaren, Minister for International Trade, today announced the participation of the Canadian Imperial Bank of Commerce (CIBC) and the Export Development Corporation (EDC) as co-sponsors of the 1995 Canada Export Awards.

Under the theme "Partners in Trade," CIBC and EDC join the Department of Foreign Affairs and International Trade in celebrating the success of this year's award winners.

"Partnership between the private sector and government is one of the best ways to effectively and economically deliver important services to Canadians. This is why it is so very satisfying to have these two respected organizations work with the Department to promote the accomplishments of this year's Canada Export Award winners," Mr. MacLaren said.

"It is with great pleasure that CIBC announces its sponsorship of the 1995 Canada Export Awards. The importance of international trade, particularly exports, to Canada's economic well-being cannot be overemphasized," said David Robbie, Vice-President, CIBC Trade Finance Division.

"Today's global business world is highly competitive and Canada must be an active participant if it hopes to prosper. By recognizing the accomplishments of Canadian companies through the Export Awards, we encourage all companies to enter the international business arena," Mr. Robbie continued.

CIBC is one of Canada's leading financial institutions and is dedicated to helping Canadian companies take advantage of international business opportunities. Its Trade Finance Division won a Canada Export Award in 1991 in recognition of its outstanding performance in providing support to Canadian exporters.



"EDC is very pleased to partner with the Department of Foreign Affairs and International Trade and CIBC to sponsor the 1995 Canada Export Awards," said Paul Labbé, EDC President and CEO. "Canadian exporters are the real success story behind EDC, and many of our customers have been recognized for exporting excellence by receiving Canada Export Awards in the past."

EDC has long served the interests of Canadian exporters worldwide through its well-established program of financial assistance and lines of credit. No stranger to the Canada Export Awards, EDC annually hosts a special reception on the evening of the presentation ceremony.

The Canada Export Awards are presented annually by the Department of Foreign Affairs and International Trade to Canadian companies that have achieved success in international markets. This year's presentation will be held on October 2, 1995, in Fredericton, New Brunswick, in conjunction with the annual convention of the Canadian Exporters' Association.

Mr. MacLaren added: "The intensely competitive nature of today's global economy has forced Canadian firms to increase their productivity and the quality of their operations and products. The employees who devote their talents and skills to the success of these companies deserve the recognition of their fellow Canadians. It is through their efforts that Canada will continue to be one of the world's leading exporting nations."

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