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# news release

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## MACLAREN CONGRATULATES CANADA EXPORT AWARD WINNERS

Ten of Canada's leading exporters are being presented with 1994 Canada Export Awards at a special ceremony at the University of Toronto's MacMillan Theatre on October 4, 1994.

This year's recipients were chosen from 252 candidates by a panel of Canadian business executives. Winning companies from coast to coast export a wide range of products and services, from sophisticated information technology systems and environmentally friendly packaging to unique home furnishings and agricultural and transportation equipment. In the program's 12-year history, 158 Canada Export Award winners have been selected from over 2500 applications.

"The Canada Export Award Program provides an excellent opportunity to recognize publicly the dedication, perseverance, professionalism and excellence of some of Canada's leading exporters," said the Honourable Roy MacLaren, Minister for International Trade. "Winners of the Award are a source of inspiration for all those companies striving to achieve international success and I am confident that, by celebrating their success, others will be encouraged to follow their example."

With the signing of the North American Free Trade Agreement and the coming into force of the new World Trade Organization, Canadian exporters will have better access for their products and services. "Canadian firms must now take advantage of the results of these trade policy initiatives and pursue aggressively new opportunities, not only in our traditional American and European markets, but also in the fast-growing markets of Asia and Latin America," the Minister said.

Mr. MacLaren noted that: "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 have devoted 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 maintain its stature as one of the world's leading exporting nations."

The presentation of the 1994 Canada Export Awards in Toronto is being held in association with a reception celebrating the 50th anniversary of the Export Development Corporation and the 51st annual convention of the Canadian Exporters' Association.

Mr. MacLaren noted that the Department of Foreign Affairs and International Trade, through its Trade Commissioner Service, a network of domestic and international trade offices, will continue to offer assistance to Canadian firms seeking to export their products and services.

"Exports, in general, and high value-added exports in particular, mean thousands of new jobs and the prospect of sustained economic growth and productivity. With Government and the business community working together and using their capabilities to the fullest, we can seize opportunities as they arise and contribute to a brighter future for Canadians."

The Honourable Ralph Goodale, Minister for Agriculture and Agri-Food, is presenting the awards on behalf of Mr. MacLaren who is attending a Ministerial meeting of the Asia-Pacific Economic Cooperation forum in Indonesia.

A list of the recipients of the 1994 Canada Export Awards is attached.

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For further information, media representatives may contact:

Media Relations Office  
Department of Foreign Affairs and International Trade  
(613) 995-1874

## 1994 CANADA EXPORT AWARDS

Andyne Computing Limited  
Kingston, Ontario

Champion Feed Services Ltd.  
Barrhead, Alberta

Emery International Developments Ltd.  
Markham, Ontario

Kvaerner Hymac Inc.  
Laval, Quebec

Mitel Corporation  
Semiconductor Division  
Kanata, Ontario

Nadeau  
Division of Shermag Inc.  
St-François-de-Madawaska, New Brunswick

Ultimate Technographics Inc.  
Montreal, Quebec

Versatile Farm Equipment Operations  
Ford New Holland Canada Ltd.  
Winnipeg, Manitoba

WaterSpring Bed Company Inc.  
Mississauga, Ontario

Western Star Trucks  
Kelowna, British Columbia