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COMPETITION OPENS FOR CANADA EXPORT AWARDS

International Trade Minister John C. Crosbie today opened the competition for the 1990 Canada Export Awards which are presented annually to companies demonstrating leadership and ingenuity in exporting Canadian products and services. The deadline for receipt of applications is May 31, 1990.

This year's winners of Canada's symbol of exporting excellence will be announced at a gala ceremony in Halifax, Nova Scotia, on October 1, 1990. The awards event is a key element of Canada International Trade Month and will be held in conjunction with the Canadian Exporters' Association annual meeting.

"The winners of this award are outstanding Canadian exporters with the determination and initiative to succeed in the increasingly competitive global trading environment. When Canadian exporters succeed, Canadians from all walks of life enjoy the economic benefits, as over a quarter of our Gross Domestic Product comes from exports," Mr. Crosbie said.

The winners are selected by a panel of prominent business executives from the exporting community. Judging criteria for the Awards include:

- success in introducing new export products in world markets or in breaking into new markets;
- significant increases in export sales;
- a substantial level of Canadian content; and
- a high ratio of export sales to total sales.

Winners are featured in a nation-wide government advertising campaign and can use the Canada Export Award logo in their promotional efforts for three years.

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"Previous winners have told us that the increased recognition generated by the Award has been an important marketing tool, helping to attract new customers abroad, and giving a substantial boost to employee morale," Mr. Crosbie said.

Last year's winners ranged in size from Med-Eng Systems with 15 employees to the Bombardier Inc.'s Canadair Division with more than 5,600 employees. Winning firms have also represented the spectrum of Canadian industry, from transportation to process technology, from agriculture to aircraft products.

Applications and information can be obtained by calling External Affairs and International Trade Canada's toll-free Info Export line, 1-800-267-8376, or by contacting International Trade Centres located in each province.

For more information, media may contact:

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(613) 995-1874