



DEPARTMENT OF EXTERNAL AFFAIRS
MINISTÈRE DES AFFAIRES EXTÉRIEURES

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MINISTER ANNOUNCES NAMES OF CANADA EXPORT AWARD
SELECTION COMMITTEE AND DECLARES COMPETITION OPEN

The Honourable Gerald Regan, Minister of State (International Trade), declared today the competition for the Canada Export Award open stating that brochures describing the application procedure are now available from the Canada Export Award Secretariat at:

Department of External Affairs
Office of Marketing Policy, Planning
and Evaluation (DPP)
125 Sussex Drive
Lester B. Pearson Building
Ottawa, Ontario
K1A 0G2

As well he announced the names of the six prominent Canadians who have accepted his invitation to form the Selection Committee for the Canada Export Award. They are:

Mr. T.M. Burns, President, Canadian Export Association;
Mr. C.T. Charland, Assistant Deputy Minister, Trade Development, Department of External Affairs;
Mr. A. Deschamps, Director, International Affairs, Canadian Manufacturers' Association;
Mr. K. Hendrick, President, Noranda Sales Corporation;
Mr. J. Warren, Vice Chairman, Bank of Montreal;
Mrs. L. Nichol, President, Pirjo-Liisa Fashions Ltd.

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Firms may apply for the Award up until July 31, 1983 using the forms in the brochure. Firms may also be nominated for the Award by other Governments, industry associations or local groups up until July 22, 1983.

The government, in recognition of the important role played by exports and exporting firms in economic development and job creation in Canada, will acknowledge outstanding achievement by these firms through the Canada Export Award.

The Canada Export Award will acclaim Canadian firms which have substantially increased their level of exports, successfully introduced new export products or which have broken into new markets as well as those which have significantly assisted other firms in these areas.

A limited number of Awards will be presented each year to firms chosen by the Selection Committee on the basis of their demonstrated superior performance in the export arena.

The Award will be a plaque bearing the Canada Export Award logo and a brief citation of the firm's accomplishments. Firms receiving the Award will be allowed to use the logo on their letterhead, advertisements and other promotional material for a period of up to three years after its presentation.

"The Canada Export Award logo beside a firm's name will remind Canadians of the importance of exports and identify the firm displaying the logo as an outstanding achiever. I know that there are many active Canadian exporters who have been very successful in their chosen fields and I am looking forward to the opportunity to publicly acknowledge their successes through the presentation of the Canada Export Award", the Minister said.

The presentation of the Award to the winners will be made by Mr. Regan on October 17, 1983 in Ottawa at the Canadian Export Association's 40th Annual convention.

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Planning and Evaluation
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