



## News Release

## Communiqué

No. 27

February 3, 1993

### WILSON OPENS APPLICATION PROCESS FOR 11TH ANNUAL EXPORT AWARDS

The Honourable Michael Wilson, Minister of Industry, Science and Technology and Minister for International Trade, today announced the opening of the application process for the 1993 Canada Export Awards.

"Figures for 1992 show that the export sector, more than any other, is leading us out of the recession," Mr. Wilson said. "Through the Export Awards, we want to encourage more Canadian companies to join the ranks of those who have proven they can compete globally. The competition should be extremely keen in view of the strong performance staged by Canada's exporters entering 1993."

According to preliminary figures, for the first 11 months of 1992, Canada's exports, on a balance-of-payments basis, totalled \$142.6 billion, up 9.8 per cent from the same period a year earlier. Canada's 11-month cumulative trade surplus grew to \$8.2 billion, 65.7 per cent above the January to November 1991 level.

"Merchandise exports increased over the first 11 months of 1992 to levels higher than those recorded in all of 1991," Mr. Wilson noted. "The rebound in export growth in 1992 continues to contribute to stronger economic growth for the Canadian economy and indicates the increasing competitiveness of Canada's export-oriented sectors."

To be eligible for the Canada Export Awards, companies or divisions of companies must reside in Canada and have been exporting actively for at least three years. Winners are selected by a panel of business leaders and successful exporters from across Canada. A total of 138 companies have won Canada Export Awards -- and some 2,000 applicants have participated -- in the program since it was launched 11 years ago.

Applications for 1993 Canada Export Awards must be received no later than May 15, 1993. The Awards will be presented at a ceremony in October, in conjunction with celebrations marking the 50th anniversary of the Canadian Exporters' Association. To obtain an application or more details, businesses should contact EAITC's toll-free InfoExport Hotline at 1-800-267-8376 (in Ottawa: 993-6435).

- 30 -

For further information, media representatives may contact:

Media Relations Office  
External Affairs and International Trade Canada  
(613) 995-1874

## Backgrounder

### THE CANADA EXPORT AWARDS

The Canada Export Awards are presented annually by the Minister of Industry, Science and Technology and Minister for International Trade to Canadian companies in recognition of their success in exporting to foreign markets.

Presentation of the Canada Export Awards takes place each October as part of the Canada International Trade Month (CITM). The CITM includes a series of events and activities showing how trade contributes to Canada's prosperity.

A panel of business leaders and exporters from across Canada considers the following criteria in selecting the winners of these Awards:

- success in introducing new export products or services into world markets;
- significant increases in export sales;
- holding markets in the face of strong competition;
- a high level of Canadian content; and,
- a high ratio of export sales to total sales.

Winning firms may use the Canada Export Awards logo in their promotional efforts for three years, and they are featured in a nation-wide advertising campaign recognizing their achievements and encouraging others to emulate their success as exporters. Winning companies are presented with a plaque and citation from the Minister highlighting their export accomplishments.

Past winners say that the Award acts as an effective marketing tool, raising their profile at home, while attracting new customers abroad. Recipients also point out that the Award serves as a source of pride and self-esteem among employees.

Firms receiving Canada Export Awards for 1992 were:

Aqua Health Ltd., Charlottetown, Prince Edward Island; Du Pont Canada Inc., Mississauga, Ontario; EICON Technology, Montreal, Quebec; Hartford Fibres Limited, Kingston, Ontario; IBM Canada Ltd. - Manufacturing and Development, Markham, Ontario; LAB Chrysotile Inc., Thetford Mines, Quebec; Nora Beverages Inc., Mirabel, Quebec; Nortech Surveys (Canada) Inc., Calgary, Alberta; Riese-Vertmont Canadian Lake Wild Rice, La Ronge, Saskatchewan; Riviera Concepts Inc., Don Mills, Ontario; Standard Aero Limited, Winnipeg, Manitoba; VAS-CATH Inc., Mississauga, Ontario; Weatherhaven Resources Ltd., Burnaby, British Columbia; and, Whitewater West Industries Ltd., Richmond, British Columbia.