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## COMPETITION OPENS FOR CANADA EXPORT AWARDS

International Trade Minister John C. Crosbie today opened the competition for the 1991 Canada Export Awards. These awards are presented annually to companies demonstrating superior performance, initiative and ingenuity in exporting Canadian products and services.

This year's winners of Canada's award for exporting excellence will be announced at a ceremony in Ottawa, Ontario, on October 7, 1991. The awards ceremony is held in conjunction with the Canadian Exporters' Association's annual meeting and is a key element of Canada International Trade Month. Trade Month consists of a series of activities and events designed to focus the attention of Canadians on the importance of trade to their continued economic prosperity.

"The winners of this award are outstanding Canadian exporters with the determination to succeed in the increasingly competitive global trading environment. When Canadian exporters succeed, Canadians from all walks of life enjoy the economic benefits," Mr. Crosbie said.

Award winners are selected annually by a panel of prominent business executives from the Canadian exporting community. Selection criteria include:

- \* introducing new export products in world markets or 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.

Winning companies are featured in a nation-wide government advertising campaign and are entitled to use the Canada Export Award logo in their promotional efforts over the next three years.

"Previous winners have told us that the increased recognition generated by the award has served as an important marketing tool, helping to attract new customers abroad, as well as contributing to their reputation as reliable and professional suppliers," Mr. Crosbie added.

Last year's winning companies ranged in size from small private companies to large, established corporations. The 1990 recipients of the Canada Export Award were ATS Inc., Kitchener, Ontario; Boeing Canada Technology Ltd., Winnipeg Division, Winnipeg, Manitoba; DRECO Rig Technology & Construction, Edmonton, Alberta; Groupe Lavalin Ltée, Montreal, Quebec; H.A. Simons Ltd., Vancouver, British Columbia; Lovat Tunnel Equipment Inc., Rexdale, Ontario; Magic Pantry Foods, Hamilton, Ontario; MPB TECHNOLOGIES INC., Dorval, Quebec; Nexus Engineering Corp., Burnaby, British Columbia; Northern Telecom, Mississauga, Ontario; PEERLESS CLOTHING INC., Montreal, Quebec; Seagull Pewter and Silversmiths Ltd., Pugwash, Nova Scotia; Thomas Equipment Ltd., Centreville, New Brunswick; Western Co-Ordinators Limited, Corner Brook, Newfoundland.

Past award winners come from most sectors of Canadian industry, including transportation, process technology, consulting services, electronics, agriculture, aircraft products, giftware, and so on. As well, they are representative of the country's geographic diversity, with winners from most, if not all, provinces.

Applications and information can be obtained by calling External Affairs and International Trade Canada's toll-free InfoExport line, 1-800-267-8376, or by contacting the International Trade Centres located in each province. The deadline for receipt of applications from companies wishing to be considered is May 15, 1991.

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For more information, media representatives may contact:

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