

News Release

Communiqué

Minister for
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Trade



Ministre du
Commerce
extérieur

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1989 CANADA EXPORT AWARD WINNERS

The Minister of International Trade, John C. Crosbie, is pleased to announce the winners of the 1989 Canada Export Award. In recognizing the achievements of this year's winners, Mr. Crosbie said, "Trade is vital to Canada. Our global exports account for three million Canadian jobs and one-third of everything we produce. It is fitting, then, to honour those Canadian firms that have substantially contributed to the expansion of Canada's exporting capability. The Canada Export Awards are a symbol of excellence in exporting. We salute this year's winners for their outstanding export success."

The winners of the 1989 Canada Export Award are: **Canadair Division, Bombardier Inc.** of Montreal, Quebec; **Chemetics International Company Inc.** of Vancouver, British Columbia; **Connors Bros., Limited** of Blacks Harbour, New Brunswick; **Eicon Technology Corporation** of Montreal, Quebec; **General Motors of Canada Limited** of Oshawa, Ontario; **Inco Limited** of Toronto, Ontario; **Klöckner Stadler Hurter Limited** of Montreal, Quebec; **Med-Eng Systems Inc.** of Gloucester, Ontario; **Newbridge Networks Corporation** of Kanata, Ontario; **Novacor Chemicals Limited** of Calgary, Alberta; **Philips Electronics Ltd, Products Centre-Telecommunication Data Systems**, Montreal, Quebec; **Pro-Eco Limited** of Mississauga, Ontario; **Tembec Inc.** of Temiscaming, Quebec; **Terra Nova Fishery Co. Ltd.** of St. John's Newfoundland; and **WestCan Alfalfa Inc.** of Regina, Saskatchewan.

In receiving the award, Canadian companies are acclaimed not only for increasing exports, but also for successfully introducing new products or penetrating new markets. Firms are chosen from among several hundred applicants by a Selection Committee of prominent Canadians which includes business and labour leaders, journalists and a representative from External Affairs and International Trade Canada.

Past winners report that receiving the Award has made a significant impact on their companies' domestic profiles and foreign sales. Winners receive a plaque bearing the Canada Export Award logo and a brief citation of the firm's accomplishments. They may use the Canada Export Award logo in their advertising and promotional materials for three years after receiving the award. Winners also receive a pennant bearing the Export Award logo, and employee lapel pins in the shape of the logo.

There have been 95 winners of the Canada Export Award since the program started in 1983. The Awards are sponsored by External Affairs and International Trade Canada as part of its continuing role in promoting trade-related activities and informing Canadian exporters of the various programs and services available to them. Both seasoned exporters and export-ready companies can obtain current export information by contacting any of the 11 International Trade Centres located across Canada or via Canadian Trade Commissioners abroad. Further information on export programs and services, including details on export assistance programs can be obtained through the InfoExport hotline at 1-800-267-8488. In fiscal year 1988/89, Canada's 818 trade officers working worldwide helped Canadian business generate \$5.1 billion worth of exports.

"External Affairs and International Trade Canada is committed to the advancement of Canadian export interests. The key element in exporting success however, is the determination and initiative of Canadian companies. The Canada Export Award recognizes the achievement of these efforts. This year's winners are indicative of the ingenuity required to succeed in the years to come, and a source of pride for all Canadians", Crosbie added.

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For further information media may contact:

Media Relations Office
E.A.I.T.C.
External Affairs and International Trade Canada
(613) 995-1874