

News Release

Minister for
International
Trade



Communiqué

Ministre du
Commerce
extérieur

No. 218

EMBARGO UNTIL 20:00 HOURS

October 1, 1990.

1990 CANADA EXPORT AWARD WINNERS

International Trade Minister John C. Crosbie today announced the winners of the 1990 Canada Export Awards at the 47th Annual Meeting of the Canadian Exporters' Association in Halifax, Nova Scotia. Mr. Crosbie said, "Trade is the foundation upon which the Canadian economy is built. It is an essential part of our heritage and the key to our future. Trade accounts for three million Canadian jobs and generates nearly 30 per cent of our Gross National Product. To continue to enjoy our present standard of living, trade must be given the priority it deserves. It is a great pleasure, therefore, to honour this group of Canadian companies that have contributed so much to our exporting success."

The 14 winners of the 1990 Canada Export Awards are: **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 Ltd.**, Corner Brook, Newfoundland.

In receiving the Award, Canadian companies are recognized not only for increasing their export sales, but also for successfully introducing new products or penetrating new international markets. This year's winners were chosen from some 200 applicants by a Selection Committee made up of prominent Canadian business representatives. In the eight years since the Awards Program began, over 1,300 applications have been received and just over 100 companies have won the prestigious Award.

--/2

Winning companies are presented with a plaque bearing the Canada Export Award logo and a citation of the firm's exporting accomplishments. They also receive a Canada Export Award pennant and a variety of Award souvenirs for the company's employees.

The winners are featured in a nation-wide government advertising campaign and can use the logo in their advertising and promotional efforts for three years after receiving the Award. Past winners have reported that the recognition they have received from the Award has been an important marketing tool, raising their company's profile at home, attracting new customers abroad and boosting employee morale.

Minister Crosbie said, "The conditions of international trade are changing every day. We, as Canadians, must decide how we are going to meet these challenges. It is fitting then to honour these Canadian companies that, through their ingenuity and determination, have helped Canada to maintain its long-standing tradition as one of the world's leading trading partners."

The Canada Export Awards are sponsored annually by the Department of External Affairs and International Trade as part of its continuing role in promoting trade-related activities and informing Canadian exporters of the many programs and services available to them. The presentation of the Awards is the first in a month-long series of events that mark October as International Trade Month in Canada.

Minister Crosbie added, "The Government is playing a significant part in helping Canadian companies compete in the global marketplace. In 1988/89, our programs and services helped generate over \$5 billion worth of business for Canadians. A Free Trade Agreement with the U.S. has made trade with our major partner more open and secure. "Going Global", an ambitious market development strategy encompassing trade, investment and technology transfer has been launched, targeted on the three mega-markets of the U.S., the European Community, and the Pacific Rim. At the same time, Canada has been an important participant in the Uruguay Round of the Multilateral Trade Negotiations in Geneva to ensure a freer and fairer international trading system."

For more information, media may contact:

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

**BACKGROUNDER
ON
INTERNATIONAL TRADE MONTH AND MARKETPLACE '90**

October is International Trade Month in Canada. Sponsored annually by External Affairs and International Trade Canada, International Trade Month is made up of a host of events designed to focus attention on the importance of trade to Canada.

The Department's International Trade Centres have arranged a variety of special events to launch Trade Month in all areas of the country.

In British Columbia, the Honourable Mary Collins, Minister Responsible for the Status of Women, addressed members of the Independent Film Producers Mission from California on September 30.

In Alberta, Calgary will welcome visiting members of the Singapore Trade Mission on October 3.

In Saskatchewan there will be an official launch October 5 in Saskatoon by the Provincial Trade Minister, the Mayor of Saskatoon and the Senior Trade Commissioner. Larry Schneider, M.P. for Regina, will participate in a ribbon-cutting ceremony on October 10 to officially open the Regina International Trade Centre and welcome three new trade commissioners to the province.

In Manitoba, Ambassador Jacques Lecompte, Head of the Delegation of the Commission to the European Communities to Canada, will speak to delegates at a Europe '92 Seminar on October 4.

In Ontario, the Toronto International Trade Centre, in association with the Chairman of Metropolitan Toronto and the President of the Toronto Board of Trade, will hold a reception and dinner October 9 to launch International Trade Month for 200 prominent members of the business community. The Honourable John McDermid, Minister of State for Privatization and Regulatory Affairs, will be the guest speaker at this event.

In Quebec, a reception will be held in Montreal in mid-October to launch Trade Month activities.

In New Brunswick, a New Europe Seminar in Moncton on October 17, focusing on the building materials sector, has been organized by the International Trade Centre, the Province of New Brunswick and the Moncton Chamber of Commerce.

In Nova Scotia, Halifax is today the site of the Canada Export Awards Ceremony. The Honourable John C. Crosbie, Minister for International Trade, is addressing the delegates to the 47th Annual Meeting of the Canadian Exporters' Association prior to presenting the Export Awards to 14 Canadian companies that are being honoured for their achievements in exporting products around the world.

In Prince Edward Island, the Honourable Thomas M. McMillan, Canadian Consul General, Boston, Massachusetts, will address a Charlottetown Rotary Club on October 3 to launch International Trade Month.

In Newfoundland, Minister Crosbie will open the Europe '92 Workshop in St. John's on October 18 as part of International Trade Month activities.

Marketplace '90

In addition to these special events, Marketplace '90 will begin its month-long tour of Canada on October 1. Trade commissioners and commercial officers from the Department's missions abroad will visit Canadian companies to communicate information relevant to their exporting prospects.

Marketplace is a unique program for small to medium-sized companies that are ready to export or that are interested in exporting. Company representatives will be able to meet personally with trade specialists from foreign markets they wish to explore.

There are 13 Marketplace teams, covering 11 sectors, including Agriculture and Food, Mining Equipment and Machinery, Manufactured Wood Products, Oil and Gas Equipment, Information Technology, and Seafood and Fisheries. The teams will visit companies that have been pre-selected by the Department's International Trade Centres.

The Marketplace program will feature 80 trade officers from 50 foreign posts, 18 sector specialists from the Department, and trade experts from agencies such as the Export Development Corporation and Tourism Canada. The Marketplace teams will visit hundreds of companies in approximately 60 cities.