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INTERNATIONAL TRADE MINISTER TO PRESENT NATIONAL EXPORT AWARDS

The Honourable James Kelleher, Minister for International Trade, will present the 1984 Canada Export Awards at a special ceremony in the Metropolitan Toronto Convention Centre on October 16.

The awards will be presented to 14 companies, from all parts of Canada, which have shown exceptional performance in exporting over the past year. The award ceremony is being held during the annual meeting of the Canadian Export Association as the highlight of Canada Export Trade Month.

Criteria followed by the selection committee in choosing the award recipients included: significant increases in export sales over the past three years, success in breaking into new markets, and success in introducing new products into world markets. The committee was composed of: Mr. Jake Warren, Vice-Chairman, Bank of Montreal; Mrs. Liisa Nichol, President, Pirjo Liisa Fashions; Mrs. Anne Bower, Business and Economics Editor, Financial Post; Mr. Reg Barclay, Corporate Secretary, Seaboard Lumber Sales; Mr. Frank Petrie, President, Canadian Export Association; Mr. Albert Deschamps, Director, International Trade, Canadian Manufacturers Association; Mr. Ben Beneteau, Vice-Chairman, Northern Telecom Ltd.; and Mr. Ray Anderson, Assistant Deputy Minister, International Trade, Department of External Affairs.

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This is the second year in which Canada Export Awards have been presented to recognize the efforts of particular firms and raise public awareness of the importance of exports to Canada's economic well-being. Companies receiving the Awards are entitled to incorporate the Export Award logo into their letterhead and other materials and to fly the Export pennant. Following the Award ceremony in Toronto, regional ceremonies will be held to present the pennants and to congratulate company employees on their achievement.

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