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1994



Department of Foreign Affairs
and International Trade

Ministère des Affaires étrangères
et du Commerce international

Canada



MESSAGE FROM THE

MINISTER FOR INTERNATIONAL TRADE



Exports are vital to Canada. They account for close to 30 percent of our Gross Domestic Product and they create new and challenging jobs for Canadians across the country.

Canada must be successful in the international marketplace to continue to grow and prosper. We secure our future by meeting global competition head-on, by ensuring that we have in place the economic conditions and the access to world markets needed to sell our products and services.

The Canada Export Award Program gives me the opportunity to recognize publicly the dedication, perseverance, professionalism and excellence of some of Canada's leading exporters. Current and past winners of the Award are a source of inspiration for all those companies that are striving to achieve international success.

The signing of the North American Free Trade Agreement and the coming into force of the World Trade Organization provide Canadian exporters with better access for their products and services, and help strengthen their competitive position. Canadian firms must now take advantage of these trade policy results and pursue strongly new opportunities, not only in our traditional American and European markets but also in the fast-growing markets of Asia and Latin America.

The Department of Foreign Affairs and International Trade (DFAIT), mainly through its domestic and foreign network of Trade Commissioners, provides Canadian businesses with trade development assistance in markets all around the world. Canada's Trade Commissioner Service, celebrating its 100th anniversary this year, continues to provide a most valuable service to Canadian firms: up-to-date market information and intelligence.

With the advent of new technologies and in the face of fiscal constraint, the government has launched a number of new initiatives aimed at providing the business community with information on federal and provincial government services and programs. For example, the opening of Canada Business Service Centres across the country, established with the cooperation of the provinces and the private sector, brings together under one roof quick and easy access to information that businesses need.

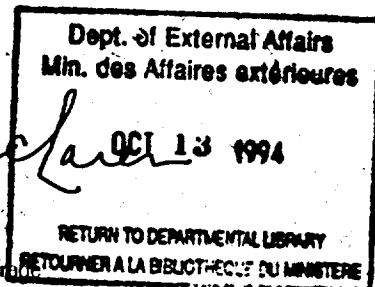
The creation of the Canadian Business Centre in Mexico City is another example of an innovative approach to informing and supporting Canadian companies that are interested in foreign markets. Operated by DFAIT on a cost-recovery basis, the Centre offers Canadians many valuable services to help them conduct business, including temporary office and exhibit space, meeting and seminar facilities, market information, and contacts with key business representatives.

Exports, in general, and high value-added exports in particular, mean thousands of new jobs and the prospect of sustained economic growth and productivity. With government and the business community working together and using their capabilities to the fullest, we can seize opportunities as they arise and contribute to a brighter future for Canadians.

473-2688-612

Roy MacLaren OCT 13 1994

Roy MacLaren
Minister for International Trade



THE CANADA EXPORT AWARDS

Now more than ever, exports are essential if Canadians are to maintain their high standard of living in an increasingly competitive global environment. By trading successfully, Canadians can strengthen and enhance their prospects for economic growth.

Each October, the Canada Export Awards are presented to Canadian companies in recognition of their achievements in exporting their products and/or services to markets around the world. In so doing, the recipients of the Awards contribute significantly to Canada's economic security and growth.

Applications for the Canada Export Awards are reviewed by a selection committee of Canadian business leaders. This year's recipients will be announced at a special ceremony in Toronto on October 4, 1994. The Awards presentation is held in conjunction with activities marking the centenary of the Trade Commissioner Service, and in association with the 50th anniversary of the Export Development Corporation and the 51st annual convention of the Canadian Exporters' Association.

Winning firms are featured in nation-wide promotions that recognize their success and encourage others to emulate their performance as exporters. Since the program's inception in 1983, 158 successful companies, selected from some 2,500 applications, have received these valued Awards. According to past winners, the recognition associated with winning the Canada Export Award has been invaluable in their marketing and promotional efforts, in raising their profile at home as well as attracting new customers in foreign markets, and in giving employees a sense of pride and accomplishment.

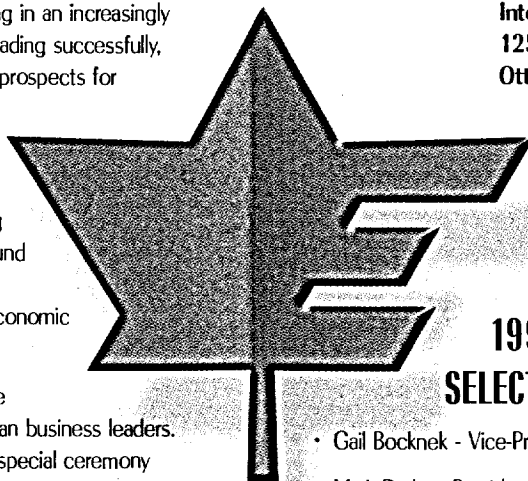
How to apply

Eligible companies must be resident in Canada and actively exporting for at least three years. In choosing the winners, the selection committee considers a company's performance in:

- introducing new products and services into world markets;
- significantly increasing export sales;
- holding markets in the face of strong competition;
- attaining a high level of Canadian content;
- achieving a high ratio of export sales to total sales.

For information on the Canada Export Award Program, please contact:

Beverly Hexter
Trade Development Operations
Department of Foreign Affairs and
International Trade
125 Sussex Drive
Ottawa, Canada K1A 0G2
Tel: 613-996-2274
Fax: 613-996-8688



1994 CANADA EXPORT AWARD SELECTION COMMITTEE MEMBERS

- Gail Bocknek - Vice-President, Bocknek Ltd. (Rexdale, Ontario)
- Mark Drake - President, Canadian Exporters' Association (Ottawa, Ontario)
- Patricia Glenn - President, Proactive Technology Trading Ltd. (Calgary, Alberta)
- Garth Jenkins - President, Abegweit Seafoods Inc. (Charlottetown, Prince Edward Island)
- Jean-Marc Leblond - Vice-President, Sales, LAB Chrysotile, Inc. (Thetford Mines, Quebec)
- David Robbie - Vice-President, Trade Finance Division, CIBC (Toronto, Ontario)
- Brian Schumacher - Assistant Deputy Minister, International Business Development Branch and Chief Trade Commissioner, Department of Foreign Affairs and International Trade, Government of Canada (Ottawa, Ontario)

CANADA'S TRADE COMMISSIONER SERVICE

100 YEARS YOUNG

It is no secret that Canada relies heavily on trade, with exports accounting for close to 30 percent of its Gross Domestic Product. One of Canada's most valued means of helping exporters sell to every corner of the world has been the Trade Commissioner Service (TCS), celebrating its 100th birthday in 1994.

In 1911, the Service was growing, with 21 Trade Commissioners in 16 countries. By 1922, there were 24 Trade Commissioners and nine years later, 34. Today, the numbers have grown to almost 600 Canadians in offices across Canada and around the world, with another 350 locally engaged employees in foreign offices.

The difficulties faced in trading at the turn of the century were just as challenging as they are today. Now, exporters must deal with quotas, subsidies, exchange rates, multilateral trade agreements, and constantly changing markets. In 1894, the challenges stemmed mostly from transportation problems — getting products to their destination in good condition and on time.

John Larke was Canada's first professional Trade Commissioner, assigned to Australia. In 1894, Larke's goal was to promote the export of Canadian goods; today, the mandate has expanded to encompass the promotion of services, including tourism, the attraction of investment and the transfer of technology to Canada. But the mission of Canada's Trade Commissioners has remained essentially unchanged: to contribute to economic growth by helping Cana

With the TCS celebrating the next 100 years, organized across the "Second Century." The Department of Foreign Affairs and International Trade (DFAIT) and Canadian Trade Commissioner Service (TCS) will tackle small and medium-sized businesses, and the implications for Trade Commissioners of new initiatives in market intelligence and information.



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The ideas coming out of these regional gatherings will be the focus of a National Conference in Toronto on October 3, immediately preceding the Canadian Exporters' Association's 51st Annual Convention. The day-long conference, to be held at The Inn on the Park, is open to anyone interested in the TCS and includes representatives of Canadian business, academia, the media, as well as active and retired trade officers. Sessions at the conference will examine trends and issues facing the TCS as it begins its second century. The conference features a special luncheon with Minister for International Trade, Roy MacLaren.

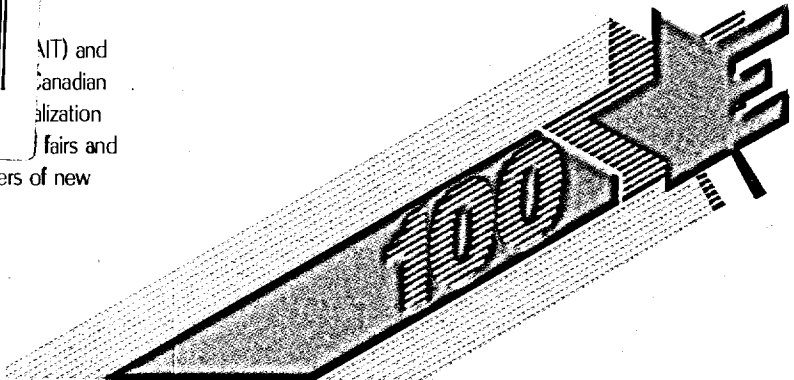
On the eve of its second century, the Trade Commissioner Service is rededicating itself to serving the needs of the Canadian exporting community. It continues to adapt, to improve, and to do what it does best: help Canadian companies succeed in global markets.

For information on the National Trade Commissioner Service Conference in Toronto, please contact DFAIT's InfoCentre at 1-800-267-8376.

THE DEPARTMENT OF FOREIGN AFFAIRS AND INTERNATIONAL TRADE

Through an extensive network of high commissions, embassies and consulates abroad, International Trade Centres across Canada, and sectoral and geographic divisions in Ottawa, the Department of Foreign Affairs and International Trade (DFAIT) offers Canadian exporters a comprehensive range of trade development programs and services.

Programs and services of special interest to Canadian exporters include:



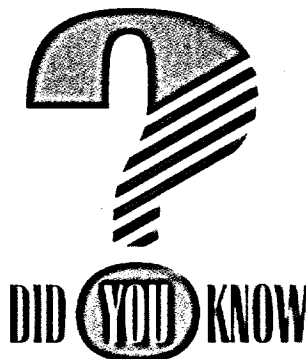
- **Program for Export Market Development** is DFAIT's primary export promotion program. It supports a variety of activities through cost-sharing agreements that help Canadian companies expand into export markets.
- **New Exporters to Mexico** is designed to provide Canadian exporters with the tools they need to penetrate the Mexican market.
- **New Exporters to Border States** helps Canadian companies that are preparing to export for the first time to the United States.
- **New Exporters to Overseas** assists exporters that are new to Western Europe to learn the essentials of doing business there.

DFAIT operates an extensive **Trade Fairs and Missions Program** that gives Canadian companies the opportunity to display their products, services and technologies throughout the world. Details of proposed and approved trade events are published annually in the International Trade Business Plan and can be obtained through the department's InfoCentre.

The department also offers a number of valuable reference and information services. Over 21,000 Canadian firms are included in DFAIT's computerized sourcing system, **WIN Exports**, used by Canadian Trade Commissioners to identify business opportunities for Canadian exporters. The data base includes information on products and services available for export, foreign markets and countries that firms are considering or in which they are active, and contacts responsible for export activities. **For more information on WIN Exports, contact the International Trade Centre nearest you or the Trade Information Systems Division (TPP) at 613-996-5701 (tel) or 613-992-3004 (fax).**

For information on trade development programs and services, DFAIT operates the **InfoCentre**, a toll-free counselling and reference service for Canadian exporters and companies interested in world markets.

INFOCENTRE	1-800-267-8376
Ottawa area:	944-4000
Fax:	(613) 996-9709
Fax-back service:	(613) 944-4500



- In 1993, Canadian merchandise exports totalled \$186 billion, up \$24 billion, or 16 percent, from 1992, and representing the largest year-to-year increase since 1984.
- The merchandise trade surplus in 1993 was \$17 billion, up from \$15 billion in 1992. Canada's trade surplus with the United States reached nearly \$37 billion.
- Ninety-five percent of Canadian trade is with the United States, Western Europe and the Asia-Pacific region.
- In 1993, exports to the United States and Japan increased by 20 percent and 9.8 percent respectively, while imports from the U.S. and the European Union rose 18 percent and 2 percent.
- Out of some 150 nations in the world, Canada is seventh in total two-way trade, while only 31st in population.
- The fastest-growing sectors for Canadian export include chemicals, communications equipment, computer software, and specialized services.

THE UNITED STATES

- Canada and the United States share the world's largest bilateral merchandise trade relationship — \$264 billion in 1993, up from \$222 billion the previous year.
- 1993 was a record year for Canadian exports to the United States, increasing by 20 percent. Valued at \$150.6 billion, compared to \$125.6 billion in 1992, exports to the U.S. accounted for 80 percent of total Canadian export sales.
- Canada is the largest single customer for U.S. sales abroad, purchasing 19 percent of all U.S. exports, representing approximately 67 percent of total Canadian merchandise imports.

THE ASIA-PACIFIC REGION

- The Asia-Pacific region includes many of the fastest-growing economies in the world and accounted for over \$16.6 billion of Canadian exports in 1993.

Japan

- Japan is Canada's second-largest trading partner, purchasing \$8.5 billion worth of Canadian exports in 1993, as much as the U.K., Germany and France combined. Canada imported \$10.7 billion of goods and services from Japan last year.

- Japan is Canada's third-largest source of direct investment (C\$10 billion) and its second-largest source of portfolio investment (US\$54 billion). Automotive companies alone have invested \$1.8 billion in Canada.

China

- Sales of capital goods to China increased from \$125.7 million in 1987 to \$430.5 million in 1992, with the upward trend continuing in 1993.

EUROPE

- Canadian merchandise exports to Europe totalled \$13.4 billion in 1993, representing over 7 percent of all Canadian exports.
- In 1993, Canada imported \$18.6 billion worth of merchandise from Europe, 11 percent of Canada's total imports.
- Canadian direct investment in Europe, at the end of 1992, was \$22.1 billion, while total European direct investment in Canada totalled \$37.8 billion.

United Kingdom

- The United Kingdom is Canada's third-largest export market, totalling \$2.8 billion in 1993.
- The U.K. is the second-largest foreign investor in Canada with holdings estimated at \$17.5 billion, 13 percent of total investment in Canada.

Germany

- Germany ranks as Canada's fourth-largest trading partner, in both imports and exports. Canadian exports to Germany in 1993 totalled \$2.4 billion. Major exports include aircraft and spacecraft, machinery and engine parts, and paper.

France

- In 1993, France was Canada's eight-largest trading partner based on merchandise exports and its sixth-largest trading partner in imports, with trade between the two countries exceeding \$3.5 billion in 1993.

Russia

- In 1993, Canadian non-grain exports to Russia totalled \$400 million, a fourfold increase from 1992, and exports of services are estimated at over \$250 million.

LATIN AMERICA AND THE CARIBBEAN

- By the year 2000, the population of Latin American and Caribbean countries is expected to exceed 600 million, representing purchasing power of more than US\$1 trillion.
- Canadian exports to Latin America and the Caribbean reached \$3.3 billion in 1993.

Mexico

- Mexico is Canada's most important trading partner in Latin America, with two-way merchandise trade expected to increase to over \$5 billion in the near future.