

# News Release

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## MACLAREN LAUNCHES THE 1995 CANADA EXPORT AWARDS COMPETITION

The Honourable Roy MacLaren, Minister for International Trade, will today launch the 1995 Canada Export Awards competition on the occasion of a dinner hosted by the Canadian Exporters' Association.

The Canada Export Awards are presented annually by the Minister for International Trade to a number of Canadian companies in recognition of their success in foreign markets. The 1995 presentation ceremony is scheduled to take place on October 2, in Fredericton, New Brunswick, in conjunction with the annual convention of the Canadian Exporters' Association.

"Winners of the Canada Export Awards are a source of inspiration for all those companies striving to achieve international success and I am confident that, by following their example, others will achieve similar success," said Mr. MacLaren. "As a country that relies heavily on international trade, I want to encourage more and more of our companies, especially our small and medium-sized firms, to enter the export field and thereby contribute to job creation and economic growth in Canada."

In 1994, exports continued to lead the way in job and growth creation in Canada. Preliminary estimates from Statistics Canada reveal Canadian exports of \$219.4 billion in 1994, 21 per cent higher than in 1993, and an annual trade surplus of \$17.1 billion, the largest surplus ever recorded. It is estimated that each additional \$1 billion in exports creates about 11 000 new jobs.

"This incredible growth in exports demonstrates Canada's ability to compete successfully with the rest of the world, and I am confident that our exporters are poised to reach even greater levels of success. It is through their efforts that Canada will maintain its stature as one of the world's leading trading nations," the Minister said.



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Applications for the 1995 Canada Export Award Program must be received no later than May 15, 1995. For further details, applicants should contact the Department of Foreign Affairs and International Trade's InfoCentre at 1-800-267-8376 or 944-4000 (in Ottawa), or by facsimile at (613) 996-9709.

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For further information, media representatives may contact:

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