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NEWS RELEASE

2011 Alberta Export Awards celebrates top export companies

EDMONTON – The Alberta division of Canadian Manufacturers and Exporters (CME-Alberta) today announced the 10 top exporting companies and individuals at the third annual Alberta Export Awards.

“The Alberta Export Awards recognize the very best in the province, highlighting the export industry’s significant contribution to Alberta’s economy – an increasingly diversified economy,” said Brian McCready, vice-president of CME-Alberta. “All of the winning companies demonstrate the drive, innovation and competitiveness that is necessary to succeed in foreign markets around the world. It is through companies such as these that Alberta is gaining global profile, a profile that extends beyond our traditional natural resource base.”

The Alberta Export Award categories for 2011 included: Consumer Products, Professional and Services, Manufacturing – Oil and Gas, Manufacturing – Other, Advancing Technologies, New Exporter, New Media, International Business Studies, Leadership and Exporter of the Year.

“Alberta’s exporters play an integral role in the success of our province,” said Cal Dallas, Minister of Intergovernmental, International and Aboriginal Relations. “We’re proud to honour these entrepreneurs through the Alberta Export Awards that pays tribute to their determination, creativity, and success.”

Winners of the 2011 Alberta Export Awards were selected from Alberta’s dynamic and growing export industry. Alberta exported \$77.8 billion worth of goods in 2010, up 11.3% from 2009, and was the second largest provincial exporter, providing 20.8% of Canada’s total exports in 2010.

“Diversifying in new markets, creating or expanding global supply chains, investing in operations abroad, these are the key attributes of what I call resilient exporters, ones that continue to grow and expand even during today’s rocky economy, and Alberta’s exporters are a very resilient group,” said Linda Morris, Regional Vice-President for Western Canada for Export Development Canada. “The success of the Alberta exporters that we celebrate today does a great service for all Canadian companies by showing them that diversifying your export markets can help you overcome the significant economic challenges of today’s global marketplace and we are very pleased to be sponsors of such an important celebration event. Congratulations to all our nominees for their innovation in exporting.”

The Alberta Export Awards are hosted by the Alberta division of Canadian Manufacturers and Exporters (CME-Alberta). The awards recognize the province’s top exporters, significantly contributing to Alberta’s provincial economy. All registered Alberta companies that have exported a product or service for two or more years are eligible award nominees.

A detailed list of winners in each category, along with the sponsors of the Alberta Export Awards is included in the backgrounder. For more information, visit www.albertaexportawards.com.



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Canadian Manufacturers and Exporters (CME) is Canada's largest trade and industry association. CME promotes the continuous improvement of Canadian manufacturing and exporting through engagement of government at all levels. Its mandate is to promote the competitiveness of Canadian manufacturers and enable the success of Canadian goods and services exporters in markets around the world.



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BACKGROUND

2011 Alberta Export Awards Gala Celebration

The Alberta Export Awards are the province's most prestigious awards paying tribute to the innovative approaches and contributions of Alberta export companies from all regions of the province, as well as to the individuals who contribute to their success. The awards are open to companies from any sector of the economy.

The Award's objectives are to:

- Increase awareness amongst Albertans as to the important role that exporting plays in the provincial economy
- Identify and reward Alberta's most successful and innovative exporters
- Promote Alberta's top exporters as corporate role models, in order to stimulate greater involvement in exporting amongst the province's business community
- Promote Alberta's leading exporters to the same status and public recognition as sporting and entertainment heroes
- Further develop community awareness of the importance of exporting to the province's economic future

The Winners of the 2011 Alberta Export Awards are:

Consumer Products Award

Presented by HSBC

The Consumer Products Award recognizes an Alberta company that specializes in and exports end products for direct-to-consumer or retail markets.

Winner

Roswell Wake-Air Enterprises Inc. produces a comprehensive line including wakeboard towers, board racks, lighting systems and marine audio. To support its international sales efforts and expand its global reach, Roswell has developed a framework for international success that leverages North American OEM partners that include the industry's top boat builders, international distributors and over 300 retail dealers around the world.

Professional & Services Award

Presented by Venture Publishing Inc.

The Professional & Services Award is presented to an Alberta company that provides expert advice, technical support or educational programs to international customers.

Winner

Thermo Design Engineering Ltd. is an engineering, procurement and fabrication (EPF) business providing high quality, innovative designs of modular process plant packages for Canadian upstream oil & gas clients. The company has continued to expand its international presence since the 1980's and provides a wide range of products and services to clients in more than twenty countries around the world

Manufacturing - Oil & Gas Award

Presented by Export Development Canada

The Manufacturing - Oil & Gas Award recognizes a company that is engaged in manufacturing for the Oil & Gas industry.

Winner

Kudu Industries Inc. is the second largest manufacturer and distributor of Progressing Cavity Pumps in the world. From humble beginnings in the family garage, Kudu now has 13 field stores across western Canada and offices in Oman, Kazakhstan, Australia, Russia, Romania, and the USA. These operations are complemented by distributors and agents around the globe with equipment operating in 32 countries.

Manufacturing – Other Award



Presented by ATB Financial

The Manufacturing – Other Award recognizes a company that is engaged in secondary manufacturing or the production of value-added components, machinery and/or equipment for industrial use.

Winner

McCoy Corporation provides innovative products and services to the global energy industry. The company is recognized as a world leader in technologies that are used in tubular connections related to oil and gas drilling activities, both on land and offshore. The company operates internationally through a network of direct sales and distributors, with offices in Alberta, British Columbia, Louisiana and Texas.

Advancing Technologies Award

Presented by Deloitte

The Advancing Technologies Award This award recognizes a company that has effectively harnessed the powers of intellectual property and value-added know-how.

Winner

FLYHT™, AeroMechanical Services Ltd. has perfected an automated data collection and delivery service for commercial aviation. Aircraft operators use the information to increase safety, improve service, and enhance profitability. Recognized as a world leader in communications for the aerospace industry, the company has established representation in China, the Middle East, South America, the United States and Europe.

New Exporter Award

Presented by Business Development Bank of Canada

The New Exporter Award recognizes an Alberta company that has made their initial entry into an export market and has achieved notable success. The award acknowledges the company's ability to overcome obstacles in order to expand its potential markets and grow its business through export.

Winner

Axia NetMedia Corporation delivers reliable and cost-effective enhanced-broadband capabilities to customers, creating a more competitive marketplace, enabling even the smallest communities to participate in the knowledge economy and compete on the global stage. Axia has proven compelling value and performance for the city of Singapore, throughout France and in rural/remote communities in Alberta, Massachusetts and Catalonia, Spain.

New Media Award

Presented by AMR Process Inc.

The New Media & Entertainment Award recognizes an Alberta company that has successfully promoted and exported products and services for the new media industry.

Winner

WMode Inc. provides services and infrastructure essential to the marketing, delivery and payment of digital media to mobile consumers. The company's global growth strategy perceives potential markets not as discrete geographic areas but as vertically-integrated, global opportunities. With success throughout the U.S. and Europe, WMode recently established a location in the San Francisco area, to support activities for the new App economy.

International Business Studies Award

Presented by Canadian Manufacturers & Exporters

The International Business Studies Award recognizes a student who has demonstrated leadership, excelled in International Business Studies and has made a significant contribution to the export community in Alberta.

The recipient of the International Business Studies Award is Michelle Cheng

Michelle Cheng is a fourth year student in the Bachelor of Commerce Program at the University of Calgary where she quickly demonstrated an interest and aptitude for identifying and addressing strategic challenges in international business. Embracing opportunities to build a solid foundation in international business with various internships, Michelle has gained a passion for and understanding of connecting Alberta businesses with international partners.



Her current internship role as a member of the Public Affairs section of the state department at the U.S. consulate will enable her to further foster her global mindset as she will observe firsthand the relationships between international politics, business, economics, and culture.

Leadership Award

Presented by Canadian Manufacturers & Exporters

The Leadership Award recognizes an organization or individual known for championing the cause of exporting within their industry or field of expertise.

The Recipient of the Leadership Award is Norman Leach, President, Norman Leach & Associates Inc.

Norman Leach is President of Norman Leach & Associates Inc., specializing in Integrated Marketing Communications and International Trade development and management. As a consultant, Norman has facilitated the entry into international markets for over 200 companies and non profit organizations. His ability to motivate and inspire others means he is often sought out as a keynote speaker, a corporate advisor, trainer and media contributor.

Norman includes establishing the Alberta Trade Office in Mexico City and heading two of Canada's largest Chambers of Commerce those that stand out. Today, he is the Executive Director of the American Chamber of Commerce – Western Canada while teaching entrepreneurship, marketing and international trade at Alberta post-secondary institutions.

Exporter of the Year Award

Presented by the Government of Alberta

The Recipient of this award is selected from the winning firms in all other categories. This award honours the “best of the best,” a company that has excelled in export achievement and has significantly contributed to the Alberta economy through economic growth in their community, new investment and job creation.

Winner

Kudu Industries Inc. is the second largest manufacturer and distributor of Progressing Cavity Pumps in the world. From humble beginnings in the family garage, Kudu now has 13 field stores across western Canada and offices in Oman, Kazakhstan, Australia, Russia, Romania, and the USA. These operations are complemented by distributors and agents around the globe with equipment operating in 32 countries.

The Sponsors of the 2011 Alberta Export Awards are:

Founding

- Canadian Manufacturers and Exporters – Alberta Division
- Government of Alberta

Platinum

- Deloitte

Gold

- Alberta Venture
- Export Development Canada

Silver

- AMR Process Inc.
- ATB Financial
- Business Development Bank of Canada

General

- HSBC
- MEDIACO