



For Immediate Release

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B.C. Exports Grow and Shift Dramatically from Resources to Services

Ten year innovation trend identified as B.C. Export Awards call for 2006 nominees

Vancouver, B.C. – Generating one in five jobs and over \$34 billion per year in revenues, B.C.'s export industry has expanded from traditional "commodities" such as lumber and coal ten years ago, to include a wide range of exciting, value-added goods and services. Leading exporters today include not only Canfor and Rescan Environmental Services but also companies such as Electronic Arts, Insight Film Studios, Sierra Wireless and VCom.

"The traditional notion of what *exporter* means is changing," said Colin Hansen, Minister of Economic Development. "Exports are not simply things 'made' in B.C., but also include goods or services that have been created, owned or traded by a B.C. firm into the global supply chain."

Beginning today, the Ministry of Economic Development and the B.C. Division of Canadian Manufacturers & Exporters are calling for applications for the **2006 BC Export Awards**. The deadline for nominations is June 1st with the winners announced at a gala ceremony on November 10th, 2006. For an application or more information on the awards, interested organizations can go to www.bcexportawards.com.

"B.C. has a tremendously diverse economy ranging from aerospace to film production to natural resources to tourism, all of which are increasingly being demanded by world markets," stated Werner Knittel, Vice President, B.C. Division of Canadian Manufacturers & Exporters. "The BC Export Awards were created to recognize and celebrate leading companies from every sector and region."

For 24 years, the BC Export Awards have acknowledged the innovative approaches and unique contributions of British Columbia export companies across a variety of sectors and in all regions of the province. The awards are open to all B.C. companies that have been exporting a product or service for two or more years; and include the categories New Exporter, Professional & Services, Manufactured Products, Primary Products & Resources, Advancing Technologies, Consumer Products, New Media & Entertainment, Leadership and International Business Studies Award.

Finalists from each category will be honoured at awards luncheon on Friday, November 10, 2006 at the Hyatt Regency in downtown Vancouver.

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