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Press Release

For Immediate Release

Toronto, Ontario, October 27, 2009 - I.E.Canada recently held its inaugural CATIE Awards. The Awards celebrate excellence in Canada's trade community and have been established to recognize those who have implemented outstanding processes, improved trade operations, created efficiencies and increased profitability, and nurtured the culture of trade professionalism.

"The individuals and corporations who live the intricate requirements of trade on a day-to day basis are the drivers of success in our global economy. It is these people and businesses that set the standard, define best practices and ultimately contribute to business success," said Mary Anderson, president, I.E.Canada.

The Awards were presented during the I.E.Canada's 78th Annual Conference and Tradeshow, held in Toronto. Honours were bestowed in four categories:

- **The Best Practices in Trade Processes Award** recognizing the implementation of a new process to improve trade processes, create efficiencies and to reduce costs, was presented to Zack Vojvodic, Customs and Traffic, Mercedes Benz Canada Inc. Vojvodic handles imports, exports, international freight and all customs compliance activities for Mercedes-Benz Canada. His successes include capitalizing on opportunities to reduce import costs and improve efficiency without compromising customs compliance.

"The rigor that Zack has brought to Mercedes-Benz Canada's compliance processes are benchmarks that help establish the company as leaders in trade," said Anderson.

- **The Trade Leadership Award** recognizing an individual who has demonstrated leadership and vision in the process of compliance and the culture of professionalism in trade, was awarded to Carol West, President, Canadian Society of Customs Brokers. West has been an influential voice, providing leadership and innovation in policy and international trade. West led the launch of the Certified Customs Specialist (CCS) program in Canada, a designation that is now a highly recognized, desired professional certification in the trade community. There are more than 3500 CCS designates in Canada and in 2008, in partnership with NCBFAA, the U.S. CCS program was launched.

“Carol is an influential voice in the Canadian trade industry. She has devoted her career to advancing trade and has set a standard for professionalism that exemplifies Canada as a trading nation,” commented Anderson.

- **The Greening of the Supply Chain Award**, recognizing a corporation that, through its own internal processes and systems, has set a new standard for suppliers and vendors to meet in terms of environmental sustainability was presented to Lakeside Logistics. Lakeside Logistics is a non-asset based supply chain and transportation management company. In June 2007, the company committed to greening the supply chain by creating the position of Director of Sustainability to drive environmental initiatives. Through their “Vision Green” program, Lakeside Logistics’ green initiatives focus on reducing their carbon footprint through the efforts of the company, its carriers and customers, creating cost savings and increasing efficiency.

“Corporate social responsibility is becoming a very important part of trade. Companies like Lakeside Logistics that make an exceptional commitment to environmental sustainability are world leaders,” said Anderson.

- **The I.E.Canada Beth Travis Memorial 'Member of the Year' Award** honouring a member who has demonstrated a passion and commitment to the development of Canadian trade and to I.E. Canada’s mission to be the voice of trade, was presented to Carol Buckton, Senior Director, Trade Logistics, Siemens Canada Limited. Buckton is a member of I.E.Canada’s board of directors, co-chairs the Exports Committee, is the importer representative on the External Stakeholder Partnership Network, a consultative forum created by CBSA, and a frequent host for various association and government meetings.

“Carol has been a strong advocate of I.E.Canada and her dedication and commitment to the association and her leadership and passion with respect to the issues are unparalleled,” said Anderson.

I.E.Canada’s CATIE Awards are open to any Canadian company, with the exception of the Beth Travis Memorial 'Member of the Year' Award, which is given to an I.E.Canada member. Nominees may be entered in more than one award category. I.E.Canada gratefully acknowledges the awards sponsors: HSBC Bank Canada title sponsor, UPS Best Practices in Trade Processes Award sponsor, Heenan Blaikie, Trade Leadership Award sponsor and Ernst & Young, Greening of the Supply Chain Award sponsor.

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