

# business women IN INTERNATIONAL TRADE

SPRING 2009



**I**n introducing this year's edition of the *Business Women in International Trade* newsletter, it gives me great pleasure as the new Minister of International Trade to be part of this annual chronicling of milestones and successes in the women's trade community. The Canadian government's ongoing commitment to encourage and support the growth of women exporters is stronger than ever, and perhaps more important than ever in this challenging economic climate. Expanding internationally can be a powerful pillar of your business strategy. It reduces reliance on a single market so your business can weather turbulent times and even grow.

This issue features resources and tips to help you pursue global markets. It also highlights our department's partnerships with women's business organizations across Canada and other government agencies like Status of Women Canada on an exciting initiative called *WEConnect Canada* that will help Canadian business women expand their business internationally.

We also profile five trailblazers in this issue. Not only have these women made their mark in non-traditional industries, but their stories demonstrate that gender does not have to be a barrier in the international trade arena. Another common thread is a deep commitment to corporate social responsibility in the way they conduct business, both at home and across borders, especially in the area of preserving the environment.

## The Honourable Stockwell Day

Minister of International Trade and Minister for the Asia-Pacific Gateway

## Connecting Women to Contracts

Is your business at least 51% owned by a woman? Does it have export potential? If you answered yes to these questions, then you will be excited about the launch of *WEConnect Canada*, an independent non-profit organization that will qualify women-owned businesses ([www.WEConnectCanada.org](http://www.WEConnectCanada.org)). Qualification makes it easier for corporations with supplier diversity programs in Canada, the U.S., the U.K., and other countries to find certified businesses. *WEConnect Canada* will also offer training, mentoring and coaching opportunities.

*WEConnect Canada* is guided by a corporate board of directors. Its founding corporate members include Accenture, Alcatel-Lucent, BMO Financial Group, Cisco, IBM, Manpower, Pfizer, Staples, and Wal-Mart, all of which have a supplier diversity program for women-owned businesses.

"Now more than ever, the world needs supply chain development that includes women-owned businesses that offer good value, innovation, job creation and economic growth," says Laraine Kaminisky, *WEConnect Canada's* Lead Strategist. "We are excited about building on the existing support network in Canada and partnering with corporations, associations, governments, and women entrepreneurs to accelerate the growth of women-owned businesses in the country through *WEConnect*."

As one of the key partners of this initiative, Foreign Affairs and International Trade Canada (DFAIT) plays an important role

in heightening awareness of *WEConnect Canada* through its Trade Commissioner Service, both domestically and abroad. As major contributors to this initiative, Status of Women Canada along with the Atlantic Canada Opportunities Agency will support the qualification training for women entrepreneurs to make it easier for them to access new markets.

### Why Seek *WEConnect* Qualification?

Once qualified by *WEConnect*, you can:

- access new corporate and government markets
- develop new market opportunities with large contract potential
- gain a foothold along the international chain of supply and demand
- join a powerful business network
- participate in business-to-business trading and partnerships
- grow your business!

"*WEConnect Canada* will have a major impact on Canadian women in trade," says Maureen Geddes, President of Cangram International Inc. and one of the woman entrepreneurs who participated in roundtable consultations organized by DFAIT last fall to introduce this supplier diversity initiative. "It's a win-win situation for all!"

**To get started, email [info@WEConnectCanada.org](mailto:info@WEConnectCanada.org)**



**S**tatus of Women Canada is pleased to work in partnership with Foreign Affairs and International Trade Canada to support the vitally important work being done to ensure the success of Canadian business women as they

conduct trade around the globe. In these times of economic uncertainty, we remain committed to advancing women's full participation in all aspects of Canadian life and are actively identifying ways to help women expand their ability to grow their business to the next level of success. Status of Women Canada supports women in business in many ways. We have recently launched *WEConnect Canada*, which has the potential to catapult a greater number of successful women-owned businesses onto the global stage. In my current role, I look forward to continuing to create the conditions for women's success in domestic and international trade and business domains, building on the connections made in my previous role as Secretary of State, Foreign Affairs and International Trade Canada. I am delighted to play a key role together with Minister Day in ensuring the success of Canadian women at home and abroad.

## The Honourable Helena Guergis

Minister of State (Status of Women)



**How did Joanne Caissie [centre] of small-town New Brunswick get the attention of a U.S. celebrity chef and end up with her product in the White House?**

Find out why trade missions work...and how they can work for you! See page 2.

**Expanding across borders is easier than you may think.**

Business Women in International Trade helps p 3

Successful exporters share their secrets p 4

Coast-to-coast networks exist p 7

Resources to access p 8



Foreign Affairs and  
International Trade Canada

Affaires étrangères et  
Commerce international Canada

Canada

# Trade Missions: Are They For You?

**Does the idea of going on a trade mission seem daunting?** Think again! In 2008, three trade missions were specifically designed for business women to explore market development opportunities. Whether you are a new or experienced exporter, trade missions are an excellent way to research target markets, gain valuable contacts that could otherwise take years to develop and launch your business into new markets. Trade missions offer unique insight on the country from experienced trade commissioners who know the market, valuable opportunities for business matching with local companies and government contacts, and numerous networking opportunities.

Here's a quick snapshot of the 2008 missions and some of the benefits experienced by participants:

**Canadian Business Women's Trade Mission to Barbados and Jamaica, January 2008.** As a result of participating in this DFAIT-led trade mission of 15 Canadian business women last year, Pernille Boulter, President of Kisserup International Trade Roots Inc. ([www.kisserup.com](http://www.kisserup.com)), secured a training contract with the Private Sector Organisation of Jamaica. "The matchmaking provided by the Canadian trade commissioners was instrumental to our success," she says.

**CME and ACOA Women Exporters Initiative (WEI) Mission to Philadelphia and New York City, June 2008.** This week-long mission was led by former Secretary of State for Foreign Affairs and International Trade Canada Helena

Guergis (now Minister of State, Status of Women) and sponsored by the Atlantic Canada Opportunities Agency (ACOA) in conjunction with Canadian Manufacturers and Exporters (CME). It was designed for women entrepreneurs without prior sales experience in the U.S. The mission featured educational seminars on the U.S. specialty food market, product packaging, labelling, retail buyer preparation, and supplier diversity; networking with local business leaders; visits to local grocery chains; and participation in the Fancy Food Show, the largest gourmet food trade show in the world.



(l-r) ACOA's Deborah Windsor, U.S. celebrity chef Guy Mitchell, chef Erin Henri of P.E.I., and Joanne Caissie of Culinary Wines

"This was a wonderful experience for my company," says Joanne Caissie, Co-Owner of Culinary Wines in Shediac, N.B., who had a booth at the Fancy Food Show in New York. It was an excellent way to showcase the company's culinary liquid seasonings used to prepare healthy and delicious food ([www.culinarywines.ca](http://www.culinarywines.ca)). "I met great people from both ACOA and the Canadian consulate team who have a huge network and made valuable introductions. Dealing with the Consulate is phenomenal for targeting new markets. It's the next best thing to having an office there. Now, I am working on a U.S. export plan and have new contacts in grocery chains interested in specialty foods."

U.S. celebrity chef Guy Mitchell, who is a guest chef at The White House, even visited Joanne's booth at the show and delighted all with a cooking demonstration.

"I have tried the products from Culinary Wines and recommend them for all restaurants," he said. "It's the best product out there." Joanne's seasonings were even used for the preparation of White House meals during the former Administration.

**Organization of Women in International Trade (OWIT) Women's Trade Mission to Monterrey, Mexico, October 2008.** Supported by DFAIT and Export Development Canada, this two-day trade mission was held in conjunction with the Annual World Conference of OWIT International ([www.owit.org](http://www.owit.org)). It included an introductory briefing session by Canadian consulate staff, business matching meetings with Mexican companies/organizations tailored to each participant, and several networking sessions with Canada's Ambassador to Mexico, Guillermo Rishchynski, the Mexican Employers' Association, the Canadian Chamber of Commerce and OWIT International.

"I was introduced to the right potential partners and now hope to connect with a company that can expand my business offering," says Carol Beaul, President of IntelliTrade Inc. "There was also great value in meeting other women looking to expand their markets."

"I learned so much about Monterrey as a potential partnering location and about OWIT as well," adds Ginny Dybenko, Dean of the School of Business and Economics at Wilfrid Laurier University in Waterloo. "A week well spent."



Participants represented all Atlantic provinces



Trade mission participants at Mexico briefing with Canada's Ambassador and Consulate staff

## Upcoming Trade Mission

### Canadian Women Entrepreneurs' Mission to China including Hong Kong November 23 - December 5, 2009

- Highly interactive and specially designed to help women discover first hand the potential of the Greater China area.
- Includes workshops, seminars, meetings with government officials and successful business women, trade show attendance, networking and optional business matching

Info: e-mail [carla@themandarinschool.com](mailto:carla@themandarinschool.com)

Web: [www.themandarinschool.com](http://www.themandarinschool.com)

## Why Trade Missions?

**"It is one of the best investments you can make both for your personal and professional development."**

Isabel Alexander, Phancorp Inc.

## Check Out the Newly-Revamped

[www.businesswomenintrade.gc.ca](http://www.businesswomenintrade.gc.ca)

The one-stop information portal for women exporters like you!

# Business Women in International Trade Portfolio **Did You Know?**

Foreign Affairs and International Trade Canada (DFAIT) has a Business Women in International Trade section dedicated to helping women succeed in the global marketplace. Whether you are already doing business internationally or simply want to find out more about exporting and how to get started, you can tap into the available resources and expertise.

## What We Do

- **OUTREACH AND CONSULTATIONS:** Proactive work with business women's associations regionally, nationally and internationally - from supporting trade missions and events to providing high-level government speakers for international gatherings involving women and trade. This is designed to create linkages and to ensure business women are aware of the many support services available to help them succeed internationally.
- **PARTNERSHIPS:** Forging partnerships with other government departments and agencies on initiatives that will benefit business women - for example, by bringing together key government representatives and leaders in the business women community to help kick-start the *WEConnect Canada* initiative (see page 1).
- **TRADE MISSIONS:** Supporting initiatives such as the 2008 Organization of Women in International Trade (OWIT) Women's Trade Mission to Monterrey, Mexico, and leading departmental missions such as the 2008 Canadian Business Women's Trade Mission to Barbados and Jamaica. These introduce women to excellent contacts in new markets and provide valuable matchmaking with local businesses to facilitate export development and growth.
- **RESEARCH AND AWARENESS:** Supporting research on gender and trade issues by leading think-tanks like APEC's Gender Focal Point Network and the Women Leaders' Network. Gender and trade was a major theme at the APEC (Asia-Pacific Economic Cooperation) gender-related meetings and events hosted by Peru in May 2008. Canada presented findings of research commissioned by DFAIT on the differential impacts of free trade on women and men. Promoting equality for women in business is one of the central aims of the promotion of female entrepreneurship.



[1] Deborah Stern, President of the South Florida Chapter of the Organization of Women in International Trade (OWIT-South Florida) presents Marcy Grossman, Consul General of Canada, Canadian Consulate in Miami, with the prestigious 2008 Special Ambassador award, which she received in recognition of her dedication to and support of the South Florida international community.



[above left] Josie Mousseau (centre), Trade Commissioner, Business Women in Trade, at 2008 OWIT JoAnna Townsend Awards with Ariane (left) and Genevieve Friesen (right), daughters of now deceased women's trade advocate JoAnna Townsend, whose work at DFAIT had far-reaching benefits for promoting women and exporting.



[above right] Candice Rice (left), Trade Commissioner, Toronto Regional Office, with 2008 JoAnna Townsend Award Winner Mary Anderson, honoured for being a champion of women in trade.



Women entrepreneurs participated in a *WEConnect Canada* information session hosted by DFAIT in the fall of 2008.

## The Canadian Trade Commissioner Service

Everywhere you do business  
[www.tradecommissioner.gc.ca](http://www.tradecommissioner.gc.ca)

## Resources to Help You

[www.businesswomenintrade.gc.ca](http://www.businesswomenintrade.gc.ca) has had a facelift. Whether you are an aspiring, new or seasoned exporter, be sure to check it out. It's full of tips and resources, as well as profiles of dynamic women exporters sharing their real-world advice.

To be added to our database to receive future issues of this newsletter, information about upcoming trade missions and other trade-related news for women, e-mail Josie L. Mousseau at [josie.mousseau@international.gc.ca](mailto:josie.mousseau@international.gc.ca)

# Meet Five Non-Traditional Women

who are paving the way for other women in their industries. Not only are they trailblazers on the international stage, but they fully embrace their corporate social responsibilities as an integral part of doing business globally.

## Industry: Aerospace

**Florence White, Co-Owner & Director of Flight Operations, GFT Aerospace Technologies**



Gander, NL  
709-256-7484  
florence@gft.ca  
www.gft.nf.ca

**Years Exporting:** 4

**International Sales:** 30%

**International Markets:** China, India, U.K..

**International Products/Services:** Flight training for students from as far away as China and food preparation/catering for international airlines landing in Gander.

**Why Export:** "It provides the opportunity to grow. With large countries like China and India keenly looking to develop their aviation industries, we have a clearly defined leading edge in selling to these markets because Canada has the world's best aviation record, well-developed systems and the best training airport in the world at Gander."

**Best Advice:** "Tread carefully on the marketing side. It's a big world and you can chew up a lot of time and money without proper research and planning first. Have an export plan - work with a consultant you can trust, one who understands your business and can help you vet opportunities."

*"Use your marketing dollars and resources prudently."*

**Next Goal:** To ramp up marketing in Asia. "The possibilities are unending for flight training, with more countries requiring this service because of the shortage of good commercial pilots."

**FACTOID:** *From her office window, Florence looked directly into the cockpit windows of planes that landed at Gander Airport on 9/11.*

## Industry: Recreational Sport

**Janna Superstein, President, Superfly International Inc.**



Edmonton, AB  
780-455-6265  
janna@superfly.ca  
www.superfly.ca

**Years Exporting:** 7

**International Sales:** 75%

**International Markets:** U.S., Europe, Russia, Kenya, Japan, Thailand, Singapore, Sri Lanka, New Zealand

**Products Exported:** Fly fishing-related products, including equipment such as rods and reels, and fly tying products made from the finest materials sourced from around the globe.

**Why Export:** "The Canadian market for such a specialized business is very small, so we had to expand beyond our borders in order to grow."

*"The Internet has made every business a global business."*

**Biggest Benefit:** "Not only has exporting allowed us to expand our product offering because of the larger market, but I have vendor partners all over the world with whom I've developed relationships."

**Best Advice:** "Ensure it's easy for customers to buy your product wherever they are. Make borders seamless by taking care of all the duties and paperwork."

**Next Goal:** To target the U.K., a huge fly fishing market.

**FACTOID:** *Janna studied fine arts and also worked in the film and TV industry.*

## Industry: Tool Manufacturing

**Jayne Seagrave, Co-Owner & Marketing Director, Vancouver Tool Corporation**



Vancouver, B.C.  
604-255-6953  
jayne@vancouvertool.com  
www.vancouvertool.com and  
www.jayne-seagrave.com

**Years Exporting:** 10

**International Sales:** 80%

**International Markets:** U.S., Europe, Australia, New Zealand

**Products Exported:** Unique patented, plastic caulking tools for kitchen and bathroom renovations, invented by Jayne's husband.

**Biggest Benefits:** "Exporting opens up a bigger market. And, although selling caulking tools is not glamorous, developing relationships with customers is very gratifying. About 10 employees or friends of our New Zealand distributor have stayed at our home on various occasions over the last few years!"

*"Find distributors in other countries who sell similar products."*

**Resources Used:** NEBS (New Exporters to Border States) program when first started exporting; Trade Commissioner Service in the U.S and Europe; Women's Trade Mission to U.K. in 2001.

**Best Advice:** "Contact the Trade Commissioner Service in your region and they will introduce you to the

Canadian consulates and embassies around the world to get background information on your target markets.

And be sure to play up the Canadian angle in international work because our country has a good reputation. I send holiday packages with Canadian ice wine chocolates to customers abroad."

**Next Goal:** To build European sales. "We recently got a new distributor in France and now want to target Belgium, Holland and Poland."

**FACTOID:** *Jayne is a best-selling author of six books and an international speaker on the home improvement industry.*

## Industry: Transportation

### Marie-Chantal Goyette VP, Mexuscan Cargo



Sainte-Martine, QC  
450-691-5151 ext. 3313  
mcgoyette@charettefortransport.com  
www.mexuscan.com  
**Years Exporting:** 9

**International Sales:** 85%

**International Markets:** U.S. and Mexico

**International Services:** Provider of road transport services to both exporters and importers between Canada, the U.S. and Mexico, with a fleet of 125 trucks and 400 trailers.

**Competitive Edge:** One of the few Canadian transport companies that provides door-to-door service between

Quebec/Ontario and Mexico without trans-shipment, which minimizes transit times and reduces warehousing and trans-shipping costs as well as the possibility of loss or damage.

**Greatest Challenge:** "Staying on top of weekly costs versus revenue and watching the exchange rates are difficult but necessary, because margins are small in this industry and it's easy to lose money on some accounts if you are not vigilant."

**Resources Used:** Marie-Chantal was a first-time participant in a trade mission to Monterrey, Mexico, in 2008, hosted by the Organization of Women in International Trade (OWIT), where she met with logistics contacts. "Building these relationships is important because people don't switch carriers on a dime."

**Best Advice:** "You can better weather tough economic times if you have both national and international customers to reduce your dependency on a single market. The more markets you are active in, and the more diversified your customer base, the better you will do."

*"Increasing our international business is the most efficient way to grow."*

**FACTOID:** *Marie-Chantal learned how to drive a truck at 16.*

## Industry: Chemicals

### Isabel Alexander, President, Phancorp Inc.



Brampton, ON  
905-790-8875  
ialexander@phancorp.com  
www.phancorp.com  
**Years in Trade:** 20

**International Sales:** 92%

**International Markets:** U.S., Asia, Europe, South America

**International Services:** A global chemical wholesaler with expertise in procurement, logistics and international finance that serves chemical distributors and producers.

*"Vision wildly and go for it. Borders really are invisible."*

**Biggest Benefits:** "Operating globally means you don't have all your eggs in one basket."

**Personal Rewards:** "I learn something new everyday about chemicals, raw materials, geography, new cultures and languages...and I make partnerships and friends all over the world!"

**Greatest Challenge:** "To operate as efficiently as possible in order to leverage all the opportunities I uncover."

**Best Advice:** "Avail yourself of the services paid for by your tax dollars, like the Trade Commissioner Service ([www.tradecommissioner.gc.ca](http://www.tradecommissioner.gc.ca)) as well as regional and local resources. And joining associations like OWIT ([www.owit-toronto.ca](http://www.owit-toronto.ca); [www.owitalberta.org](http://www.owitalberta.org)) and I.E. Canada ([www.iecanada.com](http://www.iecanada.com)) will allow you to network and tap into the expertise and resources of others who can help you."

**Next Goal:** To create an overall Latin America plan. "We are developing supplier and customer relationships in South America and Mexico where more opportunities on the buy and sell side exist now."

**FACTOID:** *Qualified by experience, this self-taught dynamo grew up on a Quebec farm and had no background in the chemical business.*

For more profiles, visit [www.businesswomenintrade.gc.ca](http://www.businesswomenintrade.gc.ca)

## 10 Tips to Market Internationally

Our featured women exporters share this advice to catapult your business onto the global stage:

- 1 Ensure your website appeals to prospects globally
- 2 Introduce yourself to Canada's trade commissioners at home and abroad ([www.tradecommissioner.gc.ca](http://www.tradecommissioner.gc.ca))
- 3 Attend industry trade shows in other countries
- 4 Network through business associations
- 5 Establish alliances with international partners
- 6 Use distributors in your target markets
- 7 Play up the Canadian angle
- 8 Consider TV shopping networks for consumer product promotion
- 9 Become a member of a trade association like OWIT ([www.owit-toronto.ca](http://www.owit-toronto.ca); [www.owitalberta.org](http://www.owitalberta.org)) and I.E. Canada ([www.iecanada.com](http://www.iecanada.com))
- 10 Sign up for a trade mission at [www.businesswomenintrade.gc.ca](http://www.businesswomenintrade.gc.ca)

## How These Trailblazers Practice Corporate Social Responsibility (CSR)

- Make eco-friendly products
- Practice fuel conservation
- Ensure minimal packaging
- Select business partners that share commitment to CSR
- Integrate environmental consciousness into culture and operations
- Participate in educational initiatives
- Donate to charities and foundations that support the environment and other causes

# Spotlight:

## Canadian Women Light Up the Global Stage

### Make Your Exporting Views Known

The Minister of International Trade's Small and Medium-Sized Enterprises Advisory Board, which meets twice annually, includes a number of women who represent the views of women exporters. Shown here at the September 2008 meeting in Montreal are [l to r] Susan Baka, President, Bay Communications & Marketing Inc.; Jill Bodkin, Chair and CEO, Golden Heron Enterprises; Louise Léger, Director General, Trade Commissioner Service - Client Services; Isabel Alexander, President, Phancorp Inc., Monika Gagnon, Managing Director, Plastiques Gagnon Inc.; the current Chair of the Board Catharine Devlin, President of Devlin Inc.; and observer Mary Anderson, President, I.E.Canada. [Absent from photo: Kathryn From, Co-owner, Bravado! Designs; Corinne Pohlmann, Vice President, Canadian Federation of Independent Business; and Shirley-Ann George, Vice President, International Canadian Chamber of Commerce].



*If you have issues or concerns about exporting that you would like to bring to the attention of the Board, contact the Consultations and Liaison Division at: [consultations@international.gc.ca](mailto:consultations@international.gc.ca)*



### Women's Trade Champions Celebrated at Gala

**Mary Anderson** [centre], President of the Canadian Association of Importers and Exporters (I.E.Canada), was the recipient of the 2008 JoAnna Townsend Award presented by the Organization of Women in International Trade-Toronto ([www.owit-toronto.ca](http://www.owit-toronto.ca)) in recognition of her trade advocacy work for women and her leadership in the international trade community. She is flanked by **Sabine Schleese** [left], Managing Director, Schleese Saddlery Service Ltd., and **Samantha Kane**, Founder and Principal of technology consulting firm Kane-MacKay & Associates Ltd., who both received Woman Exporter of the Year awards in recognition of their export successes and contribution to advancing the image of women in global business. OWIT-Toronto launched the awards in 2004 in memory of **JoAnna Townsend**, former DFAIT employee and a champion of women exporters.

## Canada-U.S. Trade Advocate Honoured

The celebration of Woman of the Year **Pamela Davis Heilman** [left], a long-time advocate for the advancement of women in business and a senior partner at the law firm Hodgson Russ LLP, with offices in the U.S. and Canada, was among the highlights of the Organization of Women in International Trade ([www.owit.org](http://www.owit.org)) 17th Annual World Conference in Monterrey, Mexico in October 2008. The award honours a woman who has advanced international trade through excellence and innovation. In her career, Ms. Heilman has actively supported pivotal trade events for women like the first Canada-U.S. Women's Trade Summit. "How great it is to be from the U.S., to have been nominated by Canadians and to receive the award here in Mexico," Ms. Heilman said when accepting the award at the ceremony, attended by Canada's Consul General in Monterrey, Bertrand Desjardins. "I cannot think of a better tribute to the true meaning and spirit of what NAFTA is all about and what it has achieved for our respective economies," added Ms. Heilman. Pictured at right with her are members from the nominating OWIT-Toronto chapter - **Alma Farias** [centre] and **Gail Morris** [r] of Trade Partners ([www.tradepartners.ca](http://www.tradepartners.ca)), who conducted business matching for the Women's Trade Mission to Monterrey coinciding with the OWIT conference.



### Women Recognized for Making a Difference

Over 100 accomplished women business leaders from around the world gathered in Toronto for The International Alliance for Women (TIAW) Global Partnership Forum in November 2008 ([www.tiaw.org](http://www.tiaw.org)). The event honoured 50 exceptional women worldwide with its inaugural World of Difference awards, including [l-r] **Francine Whiteduck**, **Patricia Pape**, **Dana Peebles**, and 11 others from Canada. These awards recognize unsung heroines, whose efforts have advanced the economic empowerment of women.

## Western Exporter One of Canada's Top Entrepreneurs

**Baljit Gill**, Kitwanga Lumber Company, shown here [left] with **Sandra Osmond**, Partner, HKMB HUB International, was honoured with HUB's Impact Award at the 2008 RBC Canadian Woman Entrepreneur Awards ([www.theawards.ca](http://www.theawards.ca)), for creating a global initiative for Kitwanga. One of the largest exporters of B.C. wood products, its markets include North America, Central America and Southeast Asia, and 70% of its employees are First Nations people.



# Your National Network of Women's Business Associations

## **Alberta Women's Enterprise Initiative Association**

info@aweia.ab.ca

www.aweia.ab.ca

## **Association des femmes d'affaires francophones**

monique.charron.afaf@rogers.com

www.afafcanada.com

## **Canadian Aboriginal and Minority Supplier Council**

info@camsc.ca

www.camsc.ca

## **Canadian Association of Women Executives and Entrepreneurs**

contact@caewe.net

www.caewe.net

## **Did you know?**

*March 8, 2011 marks the 100th anniversary of International Women's Day – a century of women's united action for global equality and change. Organizations around the world have already started planning centenary celebrations. Visit [www.businesswomenintrade.gc.ca](http://www.businesswomenintrade.gc.ca) for updates.*

## **International Trade**

OWIT-Alberta

cheryl@owitalberta.org

www.owitalberta.org

OWIT-Toronto

info@owit-toronto.ca

www.owit-toronto.ca

## **Prince Edward Island Business Women's Association**

office@peibwa.org

www.peibwa.org

## **Quebec Women's Business Network (Réseau des femmes d'affaires du Québec)**

info@rfaq.ca

www.rfaq.ca

## **Step Ahead One-on-One Mentoring Program**

info@stepaheadonline.com

www.stepaheadonline.com

## **Wired Woman Society (Networking, Education and Mentorship)**

www.wiredwoman.com

## **Women Advancing Microfinance Canada**

psdjones@gmail.com

www.wam-canada.ca

## **Women Business Owners of Manitoba**

info@wbom.mb.ca

www.wbom.ca

## **Women Entrepreneurs of Canada**

wec@wec.ca

www.wec.ca

## **Women Entrepreneurs of Saskatchewan**

info@womenentrepreneurs.sk.ca

www.womenentrepreneurs.sk.ca

## **Women in Film & Television-Toronto**

wift@wift.com

www.wift.com

## **Women in Leadership Foundation**

info@womeninleadership.ca

www.womeninleadership.ca

## **Women Presidents' Organization (WPO)**

B.C.: Barbara.Mowat@ImpactCommunicationsLtd.com

Ontario: mf.kennedy@rogers.com

Quebec: sboland@videotron.ca

www.womenpresidentsorg.com

## **Women's Business Network of Ottawa**

info@womensbusinessnetwork.ca

www.womensbusinessnetwork.ca

## **Women's Enterprise Centre**

inquiry@womensenterprise.ca

www.womensenterprise.ca

## **NETWORKING TIP**

*"Join organizations to meet people, be a connector and share knowledge."*

Gayle Hallgren-Rezac and Judy Thomson,  
Shepa Learning Company  
([www.workthepond.com](http://www.workthepond.com))

## **Canadian Women in Communications**

cwcafc@cwcafc.com

www.cwcafc.com

## **Canadian Advanced Technology Alliance's Women in Technology Forum (CATA-WIT)**

info@cata.ca

www.catawit.ca

## **Centre for Women in Business, Halifax**

cwb@msvu.ca

www.msvu.ca/cwb

## **DigitalEve (New Media)**

info@digitaleve.org

www.digitaleve.org

## **New Brunswick Association of Community Business Development (Women in Business New Brunswick)**

danielle.gaudet@cbdc.ca

www.wbnb-fanb.ca

## **Newfoundland and Labrador Organization of Women Entrepreneurs**

info@nlowe.org

www.nlowe.org

## **Organization of Women in**

## **Know An Extraordinary Woman?**

### **NOMINATIONS OPEN!**

JoAnna Townsend Awards, The Organization of Women in International Trade-Toronto.  
[www.owit-toronto.ca](http://www.owit-toronto.ca)

Annual Sara Kirke Award, Canadian Advanced Technology Alliance's Women in Technology (CATA-WIT) Forum. [www.catawit.ca](http://www.catawit.ca)

RBC Canadian Woman Entrepreneur Awards  
[www.theawards.ca](http://www.theawards.ca)

The International Alliance for Women (TIAW) World of Difference 100 Awards. [www.tiaw.org](http://www.tiaw.org)

Canada Export Achievement Awards  
[www.exportawards.ca](http://www.exportawards.ca)

Ontario Global Traders Awards (OGTA)  
[www.occ.on.ca](http://www.occ.on.ca)

## **Trade Treasures**

[www.journeywoman.com](http://www.journeywoman.com) - Advice from savvy women travellers.

[www.voyage.gc.ca/publications](http://www.voyage.gc.ca/publications) - Her Own Way: A Woman's Guide to Safe and Professional Travel



# Reach Out to the World – We Can Help You.

Interested in exploring opportunities in new markets abroad? The Government of Canada provides services to help guide you along new paths to growth.

## The Canadian Trade Commissioner Service

### Everywhere you do business

This network, part of Foreign Affairs and International Trade Canada, includes international trade professionals in over 150 key global markets and offices in 17 Canadian cities. We help Canadian companies prepare for international markets, assess market potential, find qualified contacts and troubleshoot.

Make trade commissioners your first point of contact when you are looking to do business abroad, whether to export, invest abroad or seek technology and research and development (R&D) partnerships. Call toll-free at 1-888-306-9991, visit [www.tradecommissioner.gc.ca](http://www.tradecommissioner.gc.ca) or contact one of the 17 regional offices across Canada:

Victoria: 250-363-0575; [vcra@international.gc.ca](mailto:vcra@international.gc.ca)  
Vancouver: 604-666-0434; [vcvr@international.gc.ca](mailto:vcvr@international.gc.ca)  
Edmonton: 780-495-2944; [edmtn@international.gc.ca](mailto:edmtn@international.gc.ca)  
Calgary: 403-292-4529; [clgry@international.gc.ca](mailto:clgry@international.gc.ca)  
Saskatoon: 306-975-5315; [ssktn@international.gc.ca](mailto:ssktn@international.gc.ca)  
Regina: 306-780-5264; [rgina@international.gc.ca](mailto:rgina@international.gc.ca)  
Winnipeg: 204-983-4540; [winnpg@international.gc.ca](mailto:winnpg@international.gc.ca)  
Windsor: 519-560-2750; [trnto@international.gc.ca](mailto:trnto@international.gc.ca)  
Waterloo: 519-571-6656; [trnto@international.gc.ca](mailto:trnto@international.gc.ca)

Toronto: 416-973-5053; [trnto@international.gc.ca](mailto:trnto@international.gc.ca)  
Ottawa: 613-995-1708; [trnto@international.gc.ca](mailto:trnto@international.gc.ca)  
Montreal: 514-283-6328; [mntl@international.gc.ca](mailto:mntl@international.gc.ca)  
Quebec City: 418-648-7464; [mntl@international.gc.ca](mailto:mntl@international.gc.ca)  
Moncton: 506-851-6452; [mnctn@international.gc.ca](mailto:mnctn@international.gc.ca)  
Halifax: 902-426-7540; [hlfax@international.gc.ca](mailto:hlfax@international.gc.ca)  
Charlottetown: 902-566-7382; [chltn@international.gc.ca](mailto:chltn@international.gc.ca)  
St. John's: 709-772-5511; [stjns@international.gc.ca](mailto:stjns@international.gc.ca)

### The Virtual Trade Commissioner

Your personal gateway to the Trade Commissioner Service: Register and make information about your company instantly available to trade commissioners worldwide. Get market reports and sector-specific news, access business leads, set up meetings with international trade specialists, request export financing, and help manage your risks. Register at [www.tradecommissioner.gc.ca](http://www.tradecommissioner.gc.ca)

### CanadExport

The official e-magazine and podcast of the Canadian Trade Commissioner Service - featuring news and advice on export and investment opportunities around the world - for entrepreneurs who want to trade, invest and prosper in the global marketplace. [www.canadexport.gc.ca](http://www.canadexport.gc.ca)

### The Canada Business Network

Offers a single point of access for federal and provincial/territorial government information and services, which includes a section specific to women. [www.canadabusiness.ca](http://www.canadabusiness.ca)

### Canada's International Market Access Report (CIMAR) and commercial barriers database

A user-friendly annual key market report and database tool that allows Canadian exporters and investors to assess export and investment options by identifying commercial barriers in foreign markets. Visit the website at [www.cimar.gc.ca](http://www.cimar.gc.ca)

### Business Development Bank of Canada (BDC)

Provides small and medium-sized businesses with flexible financing, affordable consulting services and venture capital. BDC supports the needs of entrepreneurs at every stage of growth, and its new Market Xpansion Loan™ (up to \$50,000 and unique repayment features) can help Canadian small and medium-sized enterprises finance the expansion of their domestic or international markets. [www.bdc.ca](http://www.bdc.ca)

*"I highly recommend engaging with the Trade Commissioner Service. We have found it to be open and responsive to us in Florida and the U.K. - two markets to which we're exporting. It's a wonderful way to get oriented in local communities, and connect to events and business leaders."*

Ruth Bastedo, CEO, Experience Media Group Inc.

### Regional Assistance Programs

**Atlantic Canada Opportunities Agency  
Women in Business Initiative**  
[www.acoa-apeca.gc.ca](http://www.acoa-apeca.gc.ca)

**Canada Economic Development for  
Quebec Regions**  
[www.dec-ced.gc.ca](http://www.dec-ced.gc.ca)

**Women Entrepreneurial Center of  
Quebec (WECQ)**  
[www.cefq.ca](http://www.cefq.ca)

**FedNor**  
[www.fednor.ic.gc.ca](http://www.fednor.ic.gc.ca)

**Western Economic Diversification  
Canada**  
[www.wd.gc.ca](http://www.wd.gc.ca)  
**Women's Enterprise Initiative (WEI)**  
Includes:  
Women's Enterprise Centre of B.C.  
[www.womensenterprise.ca](http://www.womensenterprise.ca)  
Alberta Women Entrepreneurs  
[www.awebusiness.com](http://www.awebusiness.com)  
Women Entrepreneurs of Saskatchewan Inc.  
[www.womenentrepreneurs.sk.ca](http://www.womenentrepreneurs.sk.ca)  
Women's Enterprise Centre of Manitoba  
[www.wecm.ca](http://www.wecm.ca)

### Export Development Canada

Provides Canadian financing, insurance and bonding solutions to Canadian companies that export goods and services, or invest in other countries. [www.edc.ca](http://www.edc.ca)



### New Exporters to Border States (NEBS) Program

A two-day hands-on seminar delivered by provincial governments, in partnership with DFAIT, that helps SMEs seeking to expand their U.S. sales and update regulations knowledge. Includes visits to border states. Check with the trade commissioner in your region. [www.tradecommissioner.gc.ca](http://www.tradecommissioner.gc.ca)

### [www.businesswomenintrade.gc.ca](http://www.businesswomenintrade.gc.ca)



Your one-stop info source for women entrepreneurs. Visit today and bookmark for tomorrow!



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