

business WOMEN IN INTERNATIONAL TRADE 2011



Do business with Fortune 500 companies

As one of Canada's nearly 1 million women entrepreneurs, you're in a unique position if you want to do business with large multinationals and governments in the United States and other markets. You can choose to pitch directly to their buyers or you can access opportunities specifically set aside for minority businesses through supplier diversity programs.

Supplier diversity first emerged in the United States nearly 15 years ago. Today, 97 percent of Fortune 500 firms have programs in place that set aside a specific percentage or dollar amount for purchases from diverse under-represented groups such as women, visible minorities and disabled entrepreneurs. For example, AT&T's supplier diversity spend was \$6.9 billion in 2009—a \$2 billion increase in two years. That same year, Walmart's supplier diversity commitment was \$9.2 billion.

To access these supplier diversity contracts, you need to be certified as a women's business enterprise through WEConnect Canada. This internationally-recognized certification offers privileged access to corporate and government contract opportunities in Canada, the United States, the United Kingdom, China, India and South America. While you can do business on your own with large corporations and governments everywhere, only certification opens the door to contracts set aside for diverse suppliers.

Ready to get started? In the next several pages, we will:

- unlock the secrets of accessing supplier diversity contracts
- introduce you to women who've made it
- offer tips to help you build your global business

Whether or not you choose to get certified, you always have the support of the Trade Commissioner Service (TCS) on your side. With trade commissioners located in more than 150 cities worldwide and right across Canada, the TCS is ready to serve you—everywhere you do business.



Shift your global success into high gear

Do you want to maximize your global potential? Explore the possibilities—and the opportunities—in this edition of the *Business Women in International Trade* newsletter.

As we celebrate the Year of the Entrepreneur, it gives me great pleasure to present the 2011 edition of the *Business Women in International Trade* newsletter to assist women interested in global markets.



Canada's success in weathering the economic crisis and its strong recovery depends on the efforts of entrepreneurs from coast to coast, assisted by our government's low-tax plan for jobs and growth. These small and medium-sized enterprises make up 98 percent of all businesses in Canada, and hundreds of thousands of them are owned by women.

By actively pursuing global opportunities and demonstrating their spirit of innovation, business women in international trade are making valuable contributions to Canada's economic prosperity.

The focus of this issue is on supplier diversity, and what it means for your business. We look at stories involving supplier diversity and explore strategies for success in this growing market. I encourage you to use the resources in this newsletter, tap into the great value that WEConnect Canada certification provides, and work with the Canadian Trade Commissioner Service to take on new opportunities abroad.

The road to economic recovery presents many possibilities—and I know that Canadian women in international trade are in a strong position to seize them.

The Honourable Ed Fast
Minister of International Trade and
Minister for the Asia-Pacific Gateway

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Go global with us

Through the Business Women in International Trade Portfolio, Foreign Affairs and International Trade Canada offers a world of resources and opportunities for women entrepreneurs focused on global success through exporting.

Visit our website at www.businesswomenintrade.gc.ca for one-stop access to the information and help you need to begin exporting or expand your international efforts. We'll keep you on-target and up-to-date with:

- **Support:** Through the vast Trade Commissioner Service network in Canada and abroad and through our strategic partnership with WEConnect Canada, we support business women everywhere in Canada. Together, we help women-owned firms tap into the growing demand for their products and services.
- **Resources:** Find out about programs tailored to your needs, women's trade organizations, networking opportunities, and finance and insurance solutions.
- **Events:** From trade missions to export webinars, conferences, training and trade-related news—we keep you informed of events in Canada and around the world.
- **Research:** Get access to hundreds of market reports, along with the facts and figures you need to do business and identify sales leads.
- **Practical information:** Our website and annual newsletter are brimming with success stories, tips from women exporters, publications, toolkits and export guides.

Ready to take on the world? We're here to help.

Tips to get you going and growing

Writing an Export Plan

www.canadabusiness.ca/eng/guide/2138/

Entering a Foreign Market

www.bdc.ca/en/advice_centre/articles/Pages/exporting_entering.aspx

Exporting to the United States

www.tradecommissioner.gc.ca/eng/exporting-to-united-states.jsp

Exporting to China

www.edc.ca/english/publications_14151.htm

Guide to Global Value Chains

www.tradecommissioner.gc.ca/eng/gvc/home.jsp

Get certified and realize your full potential



Did you know that there is only one way to access the global treasure trove of United States government and Fortune 500 supplier diversity opportunities for women? Your company must be certified as a women's business enterprise (WBE) to tap into this lucrative market. While many women successfully sell to big clients without WBE certification, this internationally-recognized standard is an absolute necessity if you want to bid on contracts set aside for minority-owned firms through supplier diversity programs.

Interested? Contact WEConnect Canada. This national non-profit organization certifies firms that are at least 51 percent owned, managed and controlled by women and connects them with the growing global demand from corporations and the public sector for diverse and innovative suppliers. Some of the direct benefits of certification include:

- **Access to opportunities** through corporate and United States government supplier diversity programs;
- **Company listing** in the WEConnect Canada database, which is used by corporate members to source under-represented groups;
- **Certification toolkit and training** offering practical advice on how to use your certification to secure contracts, market your firm and build your network;
- **Mentorship program** for women-owned businesses to receive one-on-one coaching from senior executives to build capacity and offer insights into supply chain opportunities; and
- **Business to Business (B2B) sales and partnership opportunities** with other certified women-owned firms.

To learn more about eligibility for certification, visit www.weconnectcanada.org. Be sure your business meets the requirements—you must be majority woman-owned, a Canadian citizen or landed immigrant, conducting B2B business and planning to grow. The cost of certification is \$750 annually.

If you're wondering whether your company is ready for certification, consider this: no company is too large or too small. According to WEConnect Canada, it's a matter of readiness and experience. Your company should be well established with a strong track record and annual sales of \$100,000 or more. You should have a growth plan in place and a clear strategy for using your certification to grow your business. After that, it's a matter of networking, building your procurement contacts, working closely with trade commissioners, partnering, and taking advantage of opportunities like trade missions to promote your business.

Success strategies

"Do your homework. We research new materials, speak to customers and do in-market surveys. It helps us identify opportunities. We also test market our products. We've had a lot of success in a highly competitive industry thanks to this approach."

Diana Pitsolis, President, Spongezz Inc.



Diana Pitsolis, President of Spongezz, exhibits at the 2010 WBENC National Conference in Baltimore.



Canadian business owners participate in the 2010 women's trade mission to the WBENC National Conference in Baltimore.

Women bring diversity to the world's supply chains

When it comes to doing business with large corporations and governments worldwide, women today are vastly under-represented in supply chains. In fact, WEConnect International estimates that less than five percent of government or corporate spending in any given country goes to women-owned businesses.

What some may view as a serious challenge is turning to opportunity through supplier diversity programs. First launched in the United States in 1997, and now gaining popularity in other countries, supplier diversity initiatives help ensure that corporate giants and governments set aside a percentage or dollar amount to purchase from under-represented groups such as women and other minorities.

"We've now reached the tipping point," says Mary Anderson, Executive Director of WEConnect Canada. "Corporations are embracing supplier diversity. In some cases, it's because they have to do so from a compliance perspective in global procurement opportunities. Most often, it's because those corporations already embrace diversity and they want to be more inclusive in their supply chains."

Leading the way is the United States diversity buying program managed by the National Minority Supplier Development Council, which has 3,500 corporate members. "Supplier diversity initiatives now cross all industry sectors. It's a multi-billion dollar industry in the United States," says Philadelphia-based Trade Commissioner Beth Pomper. "Each company maintains a diversity scorecard and keep records of their spend on women and minority-owned products and services. Senior management performance pay is tied to their supplier diversity success."

Worldwide, more than 80 percent of multinational corporations now require supplier diversity from tier one and tier two suppliers, including Cisco, IBM, Intel, Manpower, Motorola and Pfizer. While anyone can do business with large multinationals and governments, accessing supplier diversity programs requires certification through an internationally-recognized certification program like the one offered by WEConnect Canada.

Once you've identified the opportunities, companies and markets you want to pursue, remember to tap into the expertise and support of the Trade Commissioner Service. Trade commissioners in Canada and around the world can help you prepare to export, assess your market potential, connect you with qualified contacts and locate leads.

And when those golden supplier diversity opportunities come along? "Follow up with buyers, and follow up often," says Pomper. "Buyers are, for the most part, quite responsive. Call or email the supplier diversity manager first, then the director. Be tenacious and know how to work the system to get real results."

To connect with the TCS or register your company with the Virtual Trade Commissioner, visit www.tradecommissioner.gc.ca.

What happens in Vegas may boost your bottom line

Join our supplier diversity mission for women

Don't miss the world's largest business fair for women-owned enterprises. The annual Women's Business Enterprise National Council (WBENC) Conference and Business Fair is a must-attend event for women who want to access contracts through government and corporate supplier diversity programs. Join our trade mission to Las Vegas, Nevada from June 20–23, 2011 and network your way to success. Last year's WBENC event attracted 3,200 participants and more than 350 exhibitors, including 120 women business enterprise exhibitors.

WHY ATTEND?

Knowledge – Find out about business opportunities with Fortune 500 companies and meet many of their buyers—all under one roof.

Contacts – Network with like-minded women who want to do business, collaborate and form strategic alliances.

Speakers – From nationally-recognized business leaders to *New York Times* bestselling authors, the conference offers educational workshops and high-profile speakers with compelling messages.

Canadian delegates will also receive:

- pre-conference webinars and workshops
- on-site training workshops
- Canadian delegate briefing and networking
- invitation to the WEConnect International reception
- matching to a United States-certified Women Business Enterprise "buddy"
- support from trade commissioners on-site

For more information about the conference, visit: www.wbenc.org/wbencconf.

Are trade missions for you?

If you're thinking about joining a trade mission, do a cost-benefit analysis. Make sure you'll get some return by participating—contacts, sales leads, market information and more. After all, you're investing time and money to participate. Information about upcoming missions is regularly updated at www.canadexport.gc.ca.

Once you decide to go, be sure to plan ahead using the Business Women in International Trade's new Trade Mission Toolkit. Packed with valuable tips and templates, this essential guide is available at www.businesswomenintrade.gc.ca.



Need financing?

Growing a business globally or attracting investment costs money—and navigating the money maze can be a challenge. There are options for small and medium-sized enterprises, associations and others, including traditional banking solutions and the following government programs and services:

BDC Market Xpansion Loan

The Business Development Bank of Canada's Market Xpansion Loan can help finance your domestic or international market expansion. Loans of up to \$100,000 can be used to participate in trade shows and other prospecting initiatives, cover scientific/research and experimental development costs, conduct product development and R&D, and purchase inventory for export. www.bdc.ca

EDC insurance solutions for exporters

Export Development Canada's insurance solutions can help mitigate commercial risks, expand your sales capacity and may motivate your bank to extend more working capital to your company. Options include Accounts Receivable Insurance, Single Buyer Insurance, Contract Frustration Insurance, Political Risk Insurance, and Performance Security Insurance. www.edc.ca

Foreign Affairs and International Trade Canada

Going Global-Innovation for Researchers: Helps Canadian companies pursue international R&D collaborative opportunities through partnerships.

Global Opportunities for Associations: Supports national associations to expand international business development activities in strategic markets and sectors for the benefit of an entire industry.

Invest Canada-Community Initiatives: Assists non-profit and public-private partnerships with attracting, retaining and expanding foreign direct investment in local communities.

Investment Cooperation Program: Supports responsible, developmentally-beneficial, private sector engagement in developing countries through cost-share contributions of certain activities.

International Science and Technology Partnerships Program: Supports bilateral research projects which have potential for commercialization between Canada and Israel, India, China and Brazil.

For more information on these programs, visit

www.tradecommissioner.gc.ca/eng/funding/home.jsp.

Other financing options

There are numerous other financing options at the federal and provincial/territorial levels. Go to www.canadabusiness.ca to locate a full range of financing options—from grants and contributions to subsidies and loan guarantees—using the Canada Business search tool.

Connect with us online!

For the latest international trade news, events and information for women entrepreneurs, visit us at www.businesswomenintrade.gc.ca.

Words of wisdom

"What I see with our certified women-owned businesses is that they're very competent, hard working and quality-driven. They are flexible and willing to customize their products or services to meet their customers' needs."

Betty Wood, WEConnect Canada

Plan ahead for your trade mission

Going on a trade mission? Some advance planning and work can help ensure you make the most of it. Here's how:

- **Participate in pre-mission preps:** Review all trade mission materials before you go. Participate in planning webinars and talk to the organizers so you know what to expect and what you can do to maximize your time when you're there.
- **Do your research:** Read up on the latest market research and speak with in-market trade commissioners. Identify your potential customers, your competition and what sets you apart.
- **Set up meetings in advance:** While mission organizers may set up matchmaking opportunities, be sure to identify other people you want to meet and contact them to set up meetings.
- **Know who is coming with you:** Find out what other businesses will be on the mission with you, research their companies and identify partnership opportunities. Try to connect with them in advance.
- **Customize your materials:** Update your marketing materials to ensure they suit the needs of the market you're visiting. Review your messaging and translate into the local language.

Save the date!

June 2-3, 2011

Forum for International Trade Training (FITT) 14th Annual Conference
Gatineau, QC

June 20-23, 2011

Canadian Trade Mission to Women in Business
National Conference and Business Fair
Las Vegas, NV

October 16-22, 2011

Business Development Bank of Canada Small Business Week
events across Canada

November 8-9, 2011

WEConnect Canada Conference
Toronto, ON

March 20-22, 2012

WBENC Summit and Salute
Washington, DC

Stay current with other events, such as International Women's Day on March 8, 2012.

www.businesswomenintrade.gc.ca

➡ Clik-Clik Systems Inc.



Who: Robina Bernard, President

What: Clik-Clik creates magnetic hanging systems that make it safe and easy to hang signs and decorations in retail, business and industrial settings.

When: Several years ago, Walmart and Safeway supplier diversity officers asked Bernard to present her display systems to them at a trade show in the United States. When they discovered Clik-Clik was not

a certified women-owned business, they cancelled the meeting. The experience convinced Bernard to get certified.

Where: "We have customers in Australia, Israel, Italy, Japan, the United Kingdom and the United States now," she says. "We're just touching the surface. We want to sell worldwide."

Why: "I feel honoured to be one of the first companies certified as a women-owned enterprise. My candle has not dimmed on what it can do for us."

How: Bernard says the key to success lies in listening to what your customers want. "If you have a good product and you've honed your selling skills, you can't help but succeed."

www.magmover.com
Mississauga, Ontario

➡ Telelink



Who: Sydney Ryan and Cindy Roma, co-owners

What: This in-bound call centre specializes in providing customer service and business assistance, including tracking and supporting safe road travel, for companies large and small.

When: Telelink's roots go back 45 years when the company took

messages for doctors and plumbers. Today, there are 147 employees.

Where: More than 40 percent of the company's business is in the United States. Telelink also serves clients in England and Russia.

Why: "Our certification, combined with our ISO status, has given us an absolute competitive advantage in our industry," says Ryan. "On top of that, getting to know other women certified companies has opened up a whole new group of prospects for us."

How: "There is so much government support and expertise out there to help women in business—from developing your export plan to financial assistance. Work with the Trade Commissioner Service; they know the markets. Don't be too proud to tap into those opportunities. We still do."

www.telelinkcallcentre.com
St. John's, Newfoundland and Labrador

➡ BrenKir Industrial Supply



Who: Anne Whelan, President

What: BrenKir manufactures industrial supplies such as protective equipment, industrial workwear and firefighting equipment.

When: The company became certified in May 2010.

Where: The Newfoundland and Labrador-based company is export-ready and focusing efforts on the north-eastern United States.

Why: "You need to understand the full value of certification. Build it into your business development strategy. Educate your sales force and your buyers about supplier diversity," says Whelan.

How: "Make sure your voice is heard in your industry," adds Whelan. "Sit on industry committees and raise awareness about diversity."

www.bren-kir.com
Marystown, Mount Pearl and Placentia, Newfoundland and Labrador

10 tips for creating the perfect pitch

When you meet a potential buyer for the first time, you may have as little as 60 seconds to get their attention. Having the perfect pitch is essential to making a good first impression. Take the time to craft your pitch with these 10 tips:

- 1 *Know* your audience and how your product or service can meet its needs.
- 2 *Ask* the buyer questions first, then customize your pitch.
- 3 *Sum up* your product or service in a few sentences.
- 4 *Make* your message memorable so the buyer will remember you.
- 5 *Distinguish* what makes you stand out from the competition.
- 6 *Detail* your value proposition by using examples to demonstrate why your product or service is superior.
- 7 *Design* messages to leave a specific impression, such as, "this company is committed to quality and customer service."
- 8 *Explain* why your product or service can best meet the buyer's needs.
- 9 *Stay out* of the weeds. Don't delve too deeply into details.
- 10 *Follow up* your perfect pitch with an email or phone call... often.



The Canadian delegation at the 2010 WBENC National Conference in Baltimore.

Seven steps to supplier diversity success

1. *Build* your certification into your business plan. This should be a thoughtful, strategic exercise in which you identify the companies and governments with supplier diversity programs, target those you want to do business with and clearly lay out why they should do business with you.
2. *Integrate* your certification into your marketing efforts. Review your marketing plan and tactics. Identify ways to highlight your certification and your interest in supplier diversity opportunities. Develop messaging and products to keep you top-of-mind with potential clients.
3. *Create* an action plan and action it. It's now time to develop your to-do list. Identify your action items in order of priority, establish deadlines and assign tasks to your team. Next, take action and track your progress.
4. *Register* your interest and network. Many large organizations have supplier diversity websites. Register your interest to become a supplier and provide them with information about your business and what you can do for them. Get to know the procurement officers and stay in regular contact.
5. *Work* closely with the Canadian Trade Commissioner Service. Trade commissioners in Canada and around the world have extensive networks and knowledge. Make the most of them. They can help identify opportunities, prepare you for your target markets and find qualified contacts.
6. *Identify* opportunities for visibility. Every year, there are business matchmaking opportunities, along with supplier diversity fairs, in a vast range of industries. Spend the time and money to participate. Take part in trade missions and the annual Women's Business Enterprise National Council conference. Nothing can replace face-to-face contact.
7. *Leverage* your WEConnect Canada connections. Network with other certified women business owners and the WEConnect Canada team. Educate them about your products or services. After all, it's the best way to ensure that your name comes up when opportunities arise that fit your profile.

Know a woman on a mission?

Nominations open!

JoAnna Townsend Award, The Organization of Women in International Trade Toronto

www.owit-toronto.ca

The Sara Kirke Award for Woman Entrepreneurship, Canadian Women in Technology, a division of CATAAlliance

www.catawit.ca

RBC Canadian Woman Entrepreneur Awards

www.theawards.ca

The International Alliance for Women World of Difference 100 Awards

www.tiaw.org

Canada Export Achievement Awards

www.exportawards.ca

Ontario Global Traders Awards and Ontario Business Achievement Awards

www.obaa.ca/nominate-now

Canadian Women in Communications Annual Awards Gala

www.cwc-afc.com

Women's Executive Network Canada's Most Powerful Women Top 100 Awards

www.top100women.ca

Regional development agencies for business women in trade

The Federal government's regional development agencies provide programs aimed at improving the economy of Canadian communities. Some of their programs are specifically designed to support business women.

Atlantic Canada Opportunities Agency, Women in Business Initiative

www.acoa-apeca.gc.ca

Canada Economic Development for Quebec Regions

www.dec-ced.gc.ca

Canadian Northern Economic Development Agency

www.north.gc.ca

Women Entrepreneurial Center of Quebec www.cefq.ca

FedNor (Ontario) www.fednor.ic.gc.ca

Federal Economic Development Agency for Southern Ontario

www.feddevontario.gc.ca

Western Economic Diversification Canada www.wd.gc.ca

Women's Enterprise Initiative includes:

Women's Enterprise Centre of B.C. www.womensenterprise.ca

Alberta Women Entrepreneurs www.awebusiness.com

Women Entrepreneurs of Saskatchewan Inc.

www.womenentrepreneurs.sk.ca

Women's Enterprise Centre of Manitoba www.wecm.ca

Is your business growing globally?

Access these government services

The Canadian Trade Commissioner Service

The Canadian Trade Commissioner Service (TCS) has offices in more than 150 cities worldwide and across Canada to direct you to programs and services designed to support your export, investment and innovation needs. The TCS offers a full range of international business development services—from one-on-one export help to information on qualified contacts, markets, trade fairs, missions and events. Make the TCS your first point of contact. Call toll-free at 1-888-306-9991, visit www.tradecommissioner.gc.ca, or contact one of our 18 offices across Canada:

Vancouver	604-666-0434	vncvr@international.gc.ca
Victoria	250-363-0575	vtcra@international.gc.ca
Kelowna	250-470-5000	klwna@international.gc.ca
Edmonton	780-495-2944	edmtn@international.gc.ca
Calgary	403-292-4529	clgry@international.gc.ca
Regina	306-780-5264	rgina@international.gc.ca
Saskatoon	306-975-5315	ssktn@international.gc.ca
Winnipeg	204-983-7349	wnnpg@international.gc.ca
Toronto	416-973-5053	trnto@international.gc.ca
Windsor	519-560-2750	wndsr@international.gc.ca
Waterloo	519-571-6656	wtrlo@international.gc.ca
Ottawa	800-267-8376	ottwa@international.gc.ca
Montreal	514-283-6328	mntnl@international.gc.ca
Quebec City	418-648-7464	mntnl@international.gc.ca
Moncton	506-851-6452	mnctn@international.gc.ca
Halifax	902-426-7540	hlfax@international.gc.ca
Charlottetown	902-566-7382	chltn@international.gc.ca
St. John's	709-772-5511	stjns@international.gc.ca

Travel tips

Advice from savvy women travellers

www.journeywoman.com

Her Own Way: A Woman's Guide to Successful Travel

www.travel.gc.ca/publications

Intercultural communication insights

www.intercultures.gc.ca

The Virtual Trade Commissioner

Register for the Virtual Trade Commissioner. It's your personal gateway to the Trade Commissioner Service. Your company's information will be instantly available to hundreds of trade commissioners worldwide. Get access to business leads in your industry, market reports and sector-specific news and events. You can also set up meetings with international trade specialists, request export financing, and help manage your risks.

www.tradecommissioner.gc.ca

CanadExport

As the official e-magazine and podcast of the Canadian Trade Commissioner Service, CanadExport features news and information on export and investment opportunities around the world. Listen to interviews featuring international business experts and entrepreneurs sharing best practices and practical advice. Get answers to your questions in the Ask the TCS column. Find out about upcoming events, trade missions and more.

www.canadexport.gc.ca

Canada Business

A single point of access for federal, provincial and territorial government information and services for Canadian entrepreneurs—in-person, online or by phone.

www.canadabusiness.ca

The Business Development Bank of Canada (BDC)

The BDC puts entrepreneurs first. With almost 1,900 employees and more than 100 business centres across the country, BDC offers financing, venture capital and consulting services to 29,000 small and medium-sized companies. Their success is vital to Canada's economic prosperity.

www.bdc.ca

Export Development Canada

EDC provides financing, insurance and bonding solutions to Canadian companies that export goods and services, or invest in other countries.

www.edc.ca

New Exporters to Border States (NEBS) Program

The NEBS Program is a two-day hands-on seminar delivered by provincial governments, in partnership with Foreign Affairs and International Trade Canada. The program helps small and medium-sized enterprises seeking to expand and grow their sales into the United States to better understand United States regulations. Contact the trade commissioner in your region.

www.tradecommissioner.gc.ca

Export Market Access (EMA): A Global Expansion Program

The EMA Program provides financial assistance to Ontario-based small and medium-sized enterprises to access foreign markets and expand their international growth.

www.exportaccess.ca



The Canadian Trade Commissioner Service

Everywhere you do business

www.tradecommissioner.gc.ca



Women's networks and associations

Learn. Share. Grow.

Alberta Women Entrepreneurs

info@awebusiness.com
www.awebusiness.com

Association des femmes d'affaires francophones

monique.charron@rogers.com
www.afaftcanada.com

Canadian Aboriginal and Minority Supplier Council

info@camsc.ca
www.camsc.ca

Canadian Association of Women Executives and Entrepreneurs

contact@cawee.net
www.cawee.net

Canadian Women in Communications

cwcafc@cwcafc.com
www.cwcafc.com

Canadian Advanced Technology Alliance's Women in Technology Forum

info@cata.ca
www.catawit.ca

Centre for Women in Business (Halifax)

cwb@msvu.ca
www.centreforwomeninbusiness.ca

DigitalEve (New Media)

info@digitaleve.org
www.digitaleve.org

Women in Business New Brunswick

line.doiron@cbdc.ca
www.wbnnb-fanb.ca

Newfoundland and Labrador Organization of Women Entrepreneurs

info@nlowe.org
www.nlowe.org

Organization of Women in International Trade

OWIT-Alberta
info@owitalberta.org
www.owitalberta.org

OWIT-Ottawa
info@owit-ottawa.ca
www.owit-ottawa.ca

OWIT-Toronto
info@owit-toronto.ca
www.owit-toronto.ca

PARO Centre for Women's Enterprise (Northern Ontario)

info@paro.ca
www.paro.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

www.stepaheadonline.com
www.stepaheadonline.com

Wired Woman Society (Networking, Education and Mentorship)

www.wiredwoman.com

Women Advancing Microfinance Canada

wam.intl.canada@gmail.com
www.wam-canada.ca

Women Business Owners of Manitoba

info@wbom.mb.ca
www.wbom.ca

Women Entrepreneurial Center of Quebec (Centre d'entrepreneuriat féminin du Québec)

info@cefq.ca
www.cefq.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

www.womenpresidentsorg.com

Women's Business Network of Ottawa

info@womensbusinessnetwork.ca
www.womensbusinessnetwork.ca

Women's Enterprise Centre of Manitoba

wecinfo@wecm.ca
www.wecm.ca

Women's Executive Network

founder@wxnetwork.com
www.wxnetwork.com

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www.businesswomenintrade.gc.ca

The Canadian Trade
Commissioner Service

Everywhere you do business

