



business WOMEN in international trade 2013

The free trade advantage

The Government of Canada's pro-trade plan has been instrumental in fast-tracking our trade expansion progress globally—and Canadian business women are taking notice. Many business women are increasingly looking to our free trade agreement partners for export and investment opportunities.

It's no wonder. Free trade agreements (FTAs) bring with them valuable benefits. They can eliminate or reduce tariffs on goods and/or services, increase Canadians' capacity to compete with local companies, lighten the bureaucratic burden of doing business and offer investment safeguards. In short, FTAs make it easier and cheaper for Canadian entrepreneurs to conduct business, saving them time and money.

Free trade contributes significantly to Canada's bottom line. After all, we are a trading nation, with international trade accounting for more than 62% of our nation's GDP. Free trade also serves as an engine for growth, prosperity and jobs. One in five Canadian jobs is related to our exports to other nations.

Since 2006, the Government of Canada has concluded free trade agreements with nine countries: Colombia, Honduras, Jordan, Panama, Peru and the European Free Trade Association member states of Iceland, Liechtenstein, Norway and Switzerland. In addition, Canada is in ongoing trade negotiations with the European Union, India, Japan, South Korea and the members of the Trans-Pacific Partnership. Canada also has observer status in the Pacific Alliance.

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Message from the Minister

It gives me great pleasure to introduce the 2013 edition of the *Business Women in International Trade* newsletter, with its special focus on Canada's free trade agreements.

As Minister of International Trade, I have had the distinct privilege of seeing how Canadian business women are prospering and driving Canada's economy forward. According to Industry Canada, 47% of all small and medium-sized businesses (SMEs) in Canada were entirely or partly owned by women in 2010. With SMEs responsible for \$77 billion—or about 25%—of Canada's total value of exports in that year, women are clearly making an impressive contribution to Canada's prosperity and success in today's global economy.

The year 2013 promises to be even more exciting for Canadian business women as a result of expanded trade opportunities available through Canada's free trade agreements. In less than six years, Canada has concluded trade agreements with nine countries. And as part of our pro-trade plan, the Government of Canada is working to enhance existing trade relations and secure preferred access to some of the fastest-growing economies in the world. Women exporters and investors are well-positioned to take advantage of the new opportunities available through this expanded trade agenda. And whenever Canadian businesses succeed abroad, it translates into jobs and prosperity at home.

I encourage you to read this newsletter, which will guide you through these opportunities and connect you with important resources. These include the Canadian Trade Commissioner Service, which can provide you with on-the-ground intelligence and practical advice on how to draw the most from Canada's free trade agreements.

Canadian women in trade are dynamic and are making a strong impact in many sectors of our economy. I wish you continued success as you actively pursue global opportunities and accelerate the international growth of your businesses.

The Honourable Ed Fast
Minister of International Trade



The free trade advantage

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“There is excellent growth in emerging markets like Peru and Colombia,” explains Trade Commissioner Catherine Jollymore. “In the emerging markets, we’re seeing a growing middle class and greater wealth, which bodes well for Canadian exporters and investors. They offer business-friendly environments and they are pursuing policies to facilitate greater trade. There is also growing recognition of the quality of Canada’s products and services.”

While large firms in traditional industries such as mining, oil and gas exploration, and financial services are often first in the door, Canada’s free trade partners offer excellent potential for small and medium-sized enterprises (SMEs).

“SMEs often follow on the heels of larger Canadian companies already in the market, accessing subcontracting opportunities available through them,” says Jollymore. “Others will enter the market on their own after identifying a need for a product or service. In niche areas, such as education and high-tech, our smaller firms often leap into the market when an FTA comes into force.”

If you’re thinking of doing business with Canada’s free trade partners, Trade Commissioner Elizabeth Clarke suggests the following:

1. Work closely with the Trade Commissioner Service (TCS). They can help you better understand the agreements, offer you free valuable advice and connect you with local contacts.
2. Get in touch with the local chambers of commerce in-country. Some FTA partner countries, such as Peru and Colombia, have chambers in Canada as well. It’s also an excellent way to connect with other Canadian companies in the market.
3. Participate in seminars, trade shows and missions organized by your industry association, provincial governments and the Government of Canada.

Leaping into new markets requires careful planning. It’s expensive and the time commitment to develop relationships is huge. As seasoned business women point out, consider every aspect of the opportunity, right down to time zones and ease of doing business.

For more information about Canada’s free trade agreements, visit international.gc.ca/yournextmarket.

Connect with us online!

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

“ Sound advice

“When you enter a new market, get a local partner. We were able to accelerate our presence and reputation in Colombia with a trusted local partner. We would not be where we are today without that relationship. The Trade Commissioner Service is extremely well-connected. They are a fantastic resource!”

Sonia Molodecky, Associate
Borden Ladner Gervais LLP
Toronto, ON



Where to from here?

The Canadian Business Women in International Trade is a fountain of information when it comes to everything you need to know about exporting. We offer information on opportunities, professional development, trade missions, events, financing and awards such as the eBay Fashion-preneur Award presented to Tina Kastana of Fashion à La Carte in Ottawa on February 27, 2013. Visit our website at businesswomenintrade.gc.ca and join our LinkedIn group at linkd.in/bwit-faci.

eBay's Andrea Stairs with Fashion-preneur winner Tina Kastana and Finance Minister Jim Flaherty.



Three free trade markets to place on your radar

Canadian business women are discovering the value of doing business with some of Canada's newest free trade partners, including Colombia, Peru and Jordan. Each of these markets is in expansion mode, with a growing middle class and a huge appetite for products and services to fuel ongoing development.



Colombia

With a market of 46 million, Colombia offers opportunities in agriculture, construction, financial services, information and communication technologies (ICT), legal services, mining, oil and gas, power generation, transportation and waste management. The Canada-Colombia FTA eliminates tariffs of up to 20% on Canadian exports and makes our products and services more competitive in the market.

Sonia Molodecky, an Associate with Borden Ladner Gervais LLP in Toronto, has been working closely with Colombian partners and Canadian companies to help them maximize opportunities under the FTA. "Canadians are very well-received in Colombia and there is a real entrepreneurial spirit and a drive for innovative solutions. That means plenty of opportunities for Canadian business women."



Peru

Peru has experienced brisk economic growth over the past decade. Canada's FTA with this market of 30 million eliminates up to 99% of tariffs on agricultural goods and all tariffs on most machinery and equipment. Canadian companies also get increased access to the ICT market and are now able to bid on government procurement projects. There are opportunities in agri-food, banking, education, health technology, insurance, mining, oil and gas, power, transportation and water treatment.

Over the past five years, Aboriginal business woman Francine Whiteduck has spent time in Peru sourcing products and offering training to help indigenous, rural and remote women set pricing and identify new markets. "We've been quite successful," she explains. "The biggest lesson I learned was how much time is spent sorting through service providers to find the right partners. Otherwise, you find yourself on a costly learning curve. I've made it a point to talk to the Trade Commissioner Service. They gave me a good picture of how things work."



Jordan

The Canada-Jordan FTA is Canada's first with an Arab country. It eliminates tariffs (some run as high as 30%) on more than 99% of Canada's current exports to the country. Industries with strong prospects include agriculture and agri-food, building and forestry, and manufactured goods. As Steve Guertin, Trade Commissioner, Middle East Bureau, points out, "Market access into Jordan also opens up opportunities in neighbouring Middle Eastern countries. Whether you do business directly with Jordan, or use the experience as a platform for regional expansion, the FTA is a tangible tool to focus your international expansion plans."

As for the business environment's suitability for business women? Calgary's Alena Poremsky, who leads international sales for Evans Consoles, says that Jordan is a friendly, welcoming place for business women. "I remember my first presentation for a huge \$2 million project. There were about 50 people in the room and I was the only woman. I was selling to the military. I never felt outnumbered. In fact, it was an advantage and I closed the deal. It was a huge win for my company."

“Sound advice

"Be confident in your partners. The wrong choice will lead to delays and problems. If you're going into a new market, find partners through organizations that have done their due diligence and can advise you. Trade commissioners know the market and are connected to help you. The TCS helped us establish our office in Houston, Texas."

Christina Forth-Matthews,
President and CEO

AOG International
Edmonton, AB

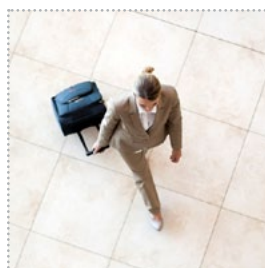


Upcoming trade missions and events

Would you like to participate in a mission or event that will benefit your bottom line? Visit the TCS Canada Trade missions **website**, where you can find out about upcoming Canada Trade Missions and how to participate. Also, subscribe to **CanadExport** to receive information about industry or market-specific trade shows and missions straight to your inbox every two weeks.

TCS Canada Trade missions
tradecommissioner.gc.ca/trade-missions

CanadExport
canadexport.gc.ca



The Canadian Trade Commissioner Service

Everywhere you do business

tradecommissioner.gc.ca

Women's trade missions yield results

Are you planning to step up your international business development efforts? If so, it's time to start planning ahead for the next trade mission to the Women's Business Enterprise National Council (WBENC) National Conference & Business Fair. The event is held every year in June. Mark your calendar now!

The WBENC conference is the largest business fair in the U.S. for women-owned enterprises. It is also an excellent method to step up your efforts in this critical market. After all, where else can you meet with the top Fortune 500 companies and get access to contracts through their supplier diversity programs—all in the space of four days?

For Winnipeg's Lee Meagher, Founder and CEO of Scootaround Inc., participation in 2012 allowed her to secure a contract with Delta Airlines to significantly service them and grow at a much quicker pace. "I approached their senior procurement person at WBENC and had a chance to speak with him in-depth about our value proposition," she explains. "We had a contract signed in less than three weeks to provide our services to Delta worldwide."

The 2013 conference was held in Minneapolis, Minnesota. The theme? "Join Forces. Succeed Together." It couldn't be more fitting. After all, this annual trade mission allows Canadian delegates to join forces with successful business women and mentors from across Canada and the U.S. Each mission begins with a Canadian delegation briefing. During the WBENC conference, you may take part in meetings with buyers, mentoring opportunities and workshops covering topics such as successful government contracting, effective sales and marketing, and strategic alliances and joint ventures. You will also find out about supplier diversity opportunities available through set-aside buying programs with the U.S. government and Fortune 500 corporations including Coca-Cola, Dell, Target and UPS. If you're interested in joining us on the next mission, contact the BWIT team at bwit@international.gc.ca.

Did you know?

In 2011-2012, the Trade Commissioner Service provided services to 14,000 Canadian firms.



At your service

With the Canadian Business Women in International Trade (BWIT) team on your side, you get the full strength of Canada's largest network of international trade professionals behind you. After all, as part of the Trade Commissioner Service (TCS), we serve your interests and help you leverage the incredible value it provides. With offices in 150 cities around the world and across Canada, the TCS supports Canadians with export advice and guidance to help you achieve your international business goals.

We're at your service. Our role is to:

- connect you to information and services specifically for women entrepreneurs, including: support networks, government resources and trade events.
- help you leverage supplier diversity procurement opportunities with Fortune 500 companies and governments through our TCS offices abroad and trade missions.
- represent business women and advocate for your commercial and economic success.

If you're serious about growing globally, stay connected with us and with other business women. Here's how in three easy steps:

1. Sign up to our mailing list. We'll send you a copy of next year's newsletter and keep you up-to-date with key information on business missions, events and news of interest throughout the year. Simply email us at bwit@international.gc.ca.
2. Join our LinkedIn group and join the dialogue on topics such as certification, supplier diversity, market research, partnerships and much more. You'll find us and a full network of contacts at [linkd.in/bwit-faci](https://www.linkedin.com/company/bwit-faci).
3. Explore our website at businesswomenintrade.gc.ca and tap into our vast knowledge about everything that matters to your export efforts.

Speeding up success for technology entrepreneurs

The Government of Canada's Canadian Technology Accelerator (CTA) initiative, led by the TCS, has expanded. Now, Canadian life science and information and communication technology startups have access to unique resources and contacts in Boston, San Francisco and New York to help fast-track their success internationally.

Ideal candidates are product-ready businesses with high growth potential and in need of strategic partnerships, new customers, funding and a local business development office.

Since 2009, the CTA has helped 170 Canadian companies. For more information, visit the TCS website at tradecommissioner.gc.ca.



International Trade Minister Ed Fast launches the 2012 *Business Women in International Trade* newsletter at a Women Presidents' Organization event in Vancouver.

Five reasons to tap into the Trade Commissioner Service in Canada

The TCS is a gateway to critical market intelligence and global business contacts. With over 150 international trade offices, the TCS network is unparalleled in terms of its reach and influence. Senior Trade Commissioners Julie Insley (Quebec) and Patricia Elliott (Prairie and Northern Region) offer five reasons why you should make the TCS in Canada your first stop on your global journey:

1. The services of the TCS are valuable and free. "We have hands-on knowledge that comes from helping thousands of companies each year to tackle concrete problems and pursue opportunities in foreign markets."
2. Trade commissioners will help you evaluate your potential. "We will discuss your competition, entry strategies and your company's HR capacity. We will look at your capacity to fill large orders and manage long-term growth."
3. Trade commissioners will identify risks and challenges you might encounter. "If you have a new opportunity in a challenging market, we will walk you through scenarios related to payment, taxation, visas and personal security."
4. They can fast-track your access to the TCS network of offices around the world. "We will introduce you to the right people. The more we know about you or your company, the better we can serve you. When our colleagues abroad come to us with a specific opportunity, if we know about you and you're on our radar, we can connect you quickly to these opportunities."
5. Services offered by the TCS are fully customized. "Our insights, carefully tailored to each individual company and its objectives, can help you develop and pursue your international business strategy and make key business decisions."

To locate your nearest TCS office in Canada, visit tradecommissioner.gc.ca/eng/offices-in-canada.jsp.

Fund or finance your international growth

Canadian Trade Commissioner Service
tradecommissioner.gc.ca

The TCS offers a range of specialized programs to support international business.

Atlantic Associations of Community Business Development Corporations **cbdc.ca**

The CBDCs offer a range of loans for youth, first-time entrepreneurs, social enterprises and rural businesses in Atlantic Canada.

Business Development Bank of Canada **bdc.ca**

BDC's Market Xpansion Loan provides loans of up to \$100,000 to help businesses participate in prospecting initiatives, develop export and/or e-commerce plans, conduct product development and R & D or purchase additional inventory for export.

Canada Small Business Financing Program **ic.gc.ca**

Industry Canada's Canada Small Business Financing Program makes it easier for small businesses to get loans from financial institutions by sharing the risk with lenders.

Export Development Canada **edc.ca**

EDC's financing and insurance solutions for exporters include: Export Guarantee Program, Foreign Buyer Financing, Project Finance, Accounts Receivable Insurance, Single Buyer Insurance, Contract Frustration Insurance, Political Risk Insurance and Performance Security Insurance.

Ontario Fund: Export Market Access **omafra.gov.on.ca**

This \$5 million initiative, jointly sponsored by the Government of Ontario and the Ontario Chamber of Commerce (OCC), is designed to help small and medium-sized enterprises increase their access to global markets.

Provincial government programs
businesswomenintrade.gc.ca

Across Canada, provincial governments offer financing programs to increase working capital, develop exporting capacity, generate global sales, establish international partnerships and much more. These include loans, grants, insurance solutions and tax incentives. Visit [Funding Opportunities](http://FundingOpportunities) on our website for details.

Women's Enterprise Initiative
wd.gc.ca/eng/256.asp

Loans of up to \$150,000 are available to women starting or growing a business in British Columbia, Alberta, Saskatchewan or Manitoba.



Plan ahead for a free trade future

At negotiating tables around the world, it's full steam ahead for Canada's pro-trade plan—the most ambitious international trade expansion effort in our nation's history.

An impressive 20 free trade initiatives are currently underway with the European Union, India, Japan and several others. Each shines the spotlight on markets with huge potential for Canadian business women.

These are large, dynamic and fast-growing markets. For example, an agreement with the European Union, a market of 500 million people, has the potential to boost Canada's annual income by \$12.1 billion (at 2007 prices). That represents exciting potential for Canadian business women.

Alena Poremsky, the International Sales Manager for Evans Consoles in Calgary, agrees. "In Europe, we have to compete with European console suppliers, but we're at a disadvantage because of the taxes. With an FTA in place, I see the potential for us to double our business there."

In addition to the EU, Canada is engaged in negotiations with large, dynamic and fast-growing markets such as Japan and India. Canada is also negotiating with the Trans-Pacific Partnership (Australia, Brunei, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore, the U.S. and Vietnam). The TPP currently represents a market of more than 792 million people and a combined GDP of \$27.5 trillion—over 38% of the world's economy.

If you're planning ahead for these agreements, look no further than the Trade Commissioner Service (TCS) for information and advice. "The TCS is an amazing resource for Canadian companies. We have people on the ground in 150 cities worldwide," explains Senior Trade Commissioner Patricia Elliott. "If you have questions about the FTAs and upcoming opportunities, or you need contacts such as suppliers and local partners, the TCS should always be your first point of contact."

To find out more, visit international.gc.ca/yournextmarket.

Resource centre: global intel

FITTskills: The Forum for International Trade Training has released the 6th edition of its FITTskills textbooks. Topics include Global Supply Chain Management, International Marketing and International Trade Finance, among others. For more information on these valuable tools of the trade, visit fitt.ca.

Canada-U.S. business: Do you cross the border for business? The Canadian Manufacturers & Exporters' new *Canada-U.S. Business Travel Guide* outlines the rules for entry and describes the visas you need. Access it at cme-mec.ca.

From sandpaper to certification: Why you should do it

When Ruth Grady traded the travel industry for ownership of PEI sandpaper company, Northern Abrasives Inc., she had no idea her products would one day grace prime shelf space at Walmart. That's exactly where she is today thanks to certification as a Women's Business Enterprise (WBE) through WEConnect Canada. This non-profit organization delivers the certification that connects business women with the growing global demand for diverse and innovative suppliers.



Ruth Grady

"We are in every store across Canada. Without certification, Walmart would never have looked at us," explains Grady. "Now, we're being considered for shelf space in Walmart's U.S. stores. There's huge potential for us."

WBE certification gives women VIP access to sales opportunities available through supplier diversity programs at the vast majority of Fortune 500 companies. These organizations—in Canada, the U.S. and, increasingly, other parts of the world—set aside a specific spend each year for goods and services from women, Aboriginal, disabled and other minority suppliers. To qualify, your firm must be 51% (or more) woman-owned and operated.

Certification has its rewards. Besides connecting with potentially lucrative opportunities, you also get access to training, mentoring, plus a vast network of like-minded business women who may want to partner with you to tender for large contracts.

For more information about certification, supplier diversity and upcoming women's trade missions, visit weconnectcanada.org.

“ Sound advice

"If you're entering into a new market, focus your efforts on one specific product, service or area rather than spreading your efforts too thinly. Hire young on-the-ground coordinators and develop their skills to work with you over time. You will meet many new contacts. Find a system to organize ongoing communication with them."

Francine Whiteduck,
President and CEO

Whiteduck Resources
Kitigan Zibi, QC



Access services to support your success

A world of resources is available to support you in your efforts to expand and grow your opportunities. Here are some of the key services and programs worth investigating:

International trade support

Canadian Trade Commissioner Service
tradecommissioner.gc.ca

With an established presence in cities around the world, the TCS can help you navigate the complexities of international markets. We provide on-the-ground intelligence and practical advice on foreign markets to help Canadian companies make better, more timely and cost-effective decisions to achieve their goals abroad. Call toll-free at 1-888-306-9991.

Support to entrepreneurs

The federal government's regional development agencies provide programs to stimulate growth and support entrepreneurship across Canada, including programs for women. They include:

- Atlantic Canada Opportunities Agency (see the Women in Business Initiative) **acoa-apec.gc.ca**
- Canada Economic Development for Quebec Regions **dec-ced.gc.ca**
- Canadian Northern Economic Development Agency **CanNor.gc.ca**
- Federal Economic Development Agency for Southern Ontario **FedDevOntario.gc.ca**
- FedNor (Ontario) **fednor.gc.ca**
- Western Economic Diversification Canada **wd-deo.gc.ca**

Canada Business Network

*The Canada Business Network provides assistance to entrepreneurs and small businesses through a network of service centres across Canada. Visit **canadabusiness.gc.ca** or call 1-888-576-4444 (TTY 1-800-457-8466 hearing impaired).*

CanadExport **canadexport.gc.ca**

As the official e-magazine of the TCS, CanadExport features articles and podcasts that bring market insight to Canadian companies doing business internationally.

“ Sound advice

“If you want to grow internationally, free up some time each day to think beyond the borders. Dream big. You have to be bold. Who would you want to do business with? Study the market and target it as though money and time are not standing in your way. I am living proof that success is possible.”

Lee Meagher,
Founder and CEO

Scootaround Inc.
Winnipeg, MB



Canadian women in high places

More and more, women are contributing to Canada's trade agenda by getting involved in boards and organizations that give them an influential voice. Take, for instance, the Minister of International Trade's Small and Medium-sized Enterprises (SME) Advisory Board. Composed of 18 members, the board guides Foreign Affairs, Trade and Development Canada's efforts to assist Canadian SMEs. Its members make recommendations regarding the programs and services needed to help companies achieve their international goals.

“The women on the SME Advisory Board are tenacious. They are brilliant,” says member Mary-Anne Carignan, Co-President of Montreal-based healthcare information technology solutions company, Purkinje. Carignan knows first-hand the value that women bring to global trade issues. She is also the Co-Chair of the American Chamber of Commerce in Canada. “I think women need to be present at the table.”



Mary-Anne Carignan, SME Advisory Board member

Canadian business women are also involved in other Departmental advisory boards, including the Proactive Sector Advisory Boards, which provide advice on the five key proactive sectors involved in international trade, including aerospace, cleantech, information and communication technology, and life sciences. Participants ensure that an industry perspective informs policies and programs related to technology partnering, export promotion, value chain and market access, foreign direct investment and venture capital.

“You can see the wave of change that women are leading,” says Carignan. “They bring supreme common sense—something I firmly believe makes the business world turn.”

Did you know?

January 2013 marked the 25th anniversary of the signing of the Canada-U.S. Free Trade Agreement. Since the agreement came into force, Canada's annual GDP has risen by \$1.1 trillion and nearly 4.8 million jobs have been created in Canada.

Coast-to-coast resources for business women

If you are running and growing your business, you know the value of a strong network. As a nation of entrepreneurs, Canada has a wealth of organizations and groups dedicated to working with women in business. Most offer advice, support, information and networking opportunities. Others also offer training, mentorship and financing. They include:

Alberta Women Entrepreneurs
awebusiness.com

Association des femmes d'affaires francophones **afafcanada.com**

Canadian Aboriginal and Minority Supplier Council **camsc.ca**

Canadian Advanced Technology Alliance's Women in Technology Forum **catawit.ca**

Canadian Association of Women Executives and Entrepreneurs **cawee.net**

Canadian Women in Communications **cwc-afc.com**

Catalyst **catalyst.org**

Centre for Women in Business (Nova Scotia - mainland)
centreforwomeninbusiness.ca

DigitalEve (New Media)
digitaleve.org

Enterprise Cape Breton Corporation (Nova Scotia)
ecbc.ca

Forum for Women Entrepreneurs
fwe.ca

Newfoundland & Labrador Organization of Women Entrepreneurs **nlowe.org**

Organization of Women in International Trade (OWIT)
owit.org

OWIT-Ottawa **owit-ottawa.ca**

OWIT-Toronto **owit-toronto.ca**

PARO Centre for Women's Enterprise (Northern Ontario)
paro.ca

Prince Edward Island Business Women's Association **peibwa.org**

Réseau des femmes d'affaires du Québec (in French only) **rfaq.ca**

Rotman Initiative for Women in Business - University of Toronto
women.rotman.utoronto.ca

RBC Royal Bank - Women Entrepreneurs
rbcroyalbank.com/sme/women/mentorship.html

WEConnect Canada
weconnectcanada.org

Women Advancing Microfinance-Canada **waminternational.org**

Women Business Owners of Manitoba **wbom.ca**

Women Entrepreneurial Center of Québec **cefq.ca**

Women Entrepreneurs of Saskatchewan
womenentrepreneurs.sk.ca

Women in Business New Brunswick **wbnb-fanb.ca**

Women in Film & Television Toronto **wift.com**

Women in Leadership Foundation
womeninleadership.ca

Women Presidents' Organization
womenpresidentsorg.com

Women's Business Network of Ottawa
womensbusinessnetwork.ca

Women's Enterprise Centre - BC
womensenterprise.ca

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

Women's Executive Network
wxnetwork.com

Save the date!

October 20-26, 2013
Small Business Week, Business Development Bank of Canada
Events across Canada **bdc.ca/sbw**

November 4-5, 2013
Opening Doors, WEConnect Canada Annual Conference
Toronto, ON
weconnectcanada.org

November 4-6, 2013
The Aboriginal Entrepreneurs Conference and Tradeshow
Gatineau, QC
indigenous.net

March 8, 2014
International Women's Day
Up-to-date information and events at:
businesswomenintrade.gc.ca

April 2014
Diversity Procurement Fair, Canadian Aboriginal and Minority Supplier Council
camsc.ca

June 2014
Canadian Trade Mission to WBENC National Conference and Business Fair
wbenc.org/wbencconf

For information on upcoming events for business women, visit our website at **businesswomenintrade.gc.ca**.

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The Canadian Trade
Commissioner Service
Everywhere you do business
tradecommissioner.gc.ca

