

business WOMEN 2014

in international trade

Sell to sectors that will help your business soar

Are you searching for new ways to grow your sales internationally? If so, take a look at some of Canada's most promising sectors. Your firm may be in a prime position to sell to businesses in the aerospace, information and communications technologies, infrastructure, life sciences and sustainable technologies sectors through global value chains.

Business-to-business (B2B) sales to mid-sized firms or large multinationals offer excellent potential for Canadian business women. After all, these high-value sectors need your products and services—from food and beverages to cleaning products, industrial supplies or services in the areas of accounting, communications, human resources, legal, marketing, translation and training. They regularly source parts, products and services from outside companies who are better, faster, cheaper or offer exactly what they need.

Maria Pantazi-Peck is a member of Foreign Affairs, Trade and Development Canada's (DFATD) infrastructure sector team—and a trade commissioner based in Athens, Greece. "Professional services are cross-cutting because they overlap many other sectors," she explains. "With Canada's excellent education system and our high standards, our firms are in a solid position to sell across all these sectors worldwide."

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Access to success

Canadian business women play a significant role in driving Canada's financial future. A recent Royal Bank of Canada study on small and medium-sized enterprises suggests that a 10% increase in the number of women-owned firms over the next 10 years would lead to an estimated \$198 billion injection into the Canadian economy.

The numbers are impressive. Statistics Canada and Status of Women Canada report that a growing number of women are self-employed. In 2009, nearly 1 million women, 11.9% of all those with jobs, were self-employed. And women-owned businesses currently employ over 1.5 million Canadians, according to the BMO Financial Group.

As more of these businesses seek greater opportunities abroad, the Government of Canada has taken note. In November 2013, we launched the Global Markets Action Plan (GMAP), which focuses on the markets and sectors that hold the greatest promise for Canadian business. We plan to achieve our goals by maximizing our strengths and harnessing our efforts to support Canadian firms and investors in international markets. We will also do so through vigorous trade promotion and ambitious trade policy.

Of the 22 priority sectors, we have established teams to support five key sectors to date: aerospace, information and communications technologies, infrastructure, life sciences and sustainable technologies. The 2014 edition of the Business Women in International Trade newsletter shines the spotlight on these five sectors. It also offers information and inspiration to help you grow your global opportunities—no matter what sector you represent.

Canadian business women are taking on the world in larger numbers. The GMAP is our blueprint for your international market success. We look forward to continuing the journey with you.



The Honourable
Kellie Leitch
Minister of Labour
Minister of Status
of Women



The Honourable
Ed Fast
Minister of
International Trade



Sell to sectors that will help your business soar

[continued from page 1]

Her Detroit, Michigan colleague, Anne Cascadden, agrees. "In the U.S., automakers must purchase a certain percentage of products and services from women-owned businesses. They need parts and components, outside legal counsel, facility services, research and industry analysis. They want suppliers who can meet these needs globally," she says.

To make the most of these opportunities, Cascadden suggests:

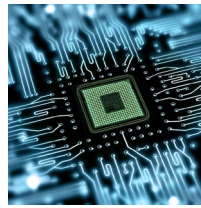
- » do your research and develop a solid strategy
- » identify potential customers, then be clear about the need you can fill
- » understand the industry's cost structure, then price yourself accordingly
- » know your competition and articulate why your product or service is better
- » demonstrate the value you can offer
- » be prepared to do business on a global scale

So, where do you start? Make your plan, then believe in yourself. "Don't underestimate what you have to offer. Often, women feel they have to be big in order to be global players," says Nita Arora, Vice President of Clinical Operations for pharmaceutical giant, Roche Canada. "Women have great strengths in business. We can collaborate at a high level, we are flexible and we are open to different personalities and cultures. Don't undersell yourself. To be successful, keep delivering more than your customers expect. Be unique, adaptable and open-minded. The world has a lot to offer you and you have so much to bring to the business world."

To learn more about these five key sectors, and the promise each of them holds, take a look at the "sector spotlights" in this newsletter. For in-depth sector and market information, visit tradecommissioner.gc.ca.



Nita Arora, Vice President of Clinical Operations, Roche Canada



Sector Spotlight

Our ICT strengths

Telecommunications | ICT for oil and gas |
Game development | Entertainment technologies

Have technology, will travel

Vancouver business woman Caroline Lewko has explored the globe with her information and communications technology (ICT) company, Wireless Industry Partnership (WIP). Like others in her sector, success depends on connecting with the biggest potential customers, all of whom are outside of Canada.

"We support fast-growing, market-ready mid-sized companies," says Dr Adam Chowanec, the Global Practice Lead for ICT. Like other leads, he acts as an industry business advisor to DFATD. "We help companies accelerate their growth and bring their products or services to market."

The sector team at DFATD helps companies like Lewko's expand their sales globally, get into new markets and pursue new opportunities. ICT opportunities are vast, so the team's work covers most markets worldwide. While their primary focus is to support the business development efforts of ICT companies, they also promote Canada as a competitive location for investment, innovation and partnerships.

The team's success relies on the support of trade commissioners in Canada and abroad and the Sector Advisory Board, which includes some of Canada's top ICT business leaders. The board provides advice, contacts and support to the TCS.

Lewko sits on the ICT board. "I'll be on the phone with Singapore, Germany, Israel and the U.S.—all in one day. That's real business happening right now," she says. "That's what each of us brings to the boardroom table as advisory board members. Our real-time knowledge is extremely valuable to the sector team, TCS and Canadian companies in the ICT sector."

Connect with us online!

Business Women in International Trade is a program of the Canadian Trade Commissioner Service. For the latest international trade news, events and information for women entrepreneurs, visit us at businesswomenintrade.gc.ca.

Be sure to join our LinkedIn group at [linkd.in/bwit-faci](https://www.linkedin.com/groups?gid=11111111).

Sector Spotlight

Our life sciences strengths

Pharmaceuticals | Medical devices | Health information technology | Natural health | Animal health

Breathing life into health sciences opportunities

As a Canadian business woman in the life sciences sector, your success depends on early inroads into international markets. It's a sector with huge potential. That's why DFATD has a dedicated team to support you—whether you are starting up or actively growing.

Globally, life sciences are heavily regulated. The sector team helps Canadian firms navigate market access issues and connect with buyers, investors and partners. "These clients are often small companies. The cost of developing a life sciences product is enormous because it can take 10 to 15 years to do so," explains Christian Carswell, Senior Business Advisor for Life Sciences at DFATD.

Markets with the most promising opportunities include the European Union, Japan, China, Australia and Brazil. South Korea is also an attractive destination because of its strong regulatory system, advanced technologies and economy. Israel offers excellent technology co-development partnerships and great potential due to an expanded Canada-Israel Free Trade Agreement.

Over the past year, a number of Canadian life sciences firms have signed licensing agreements or formed co-development partnerships in international markets—underlining the value that support from the TCS can provide. "We give our clients access to intelligence and set them up in meetings with buyers at large multinationals," says Carswell. "We help by opening doors."



Everywhere you do business

The Canadian Trade Commissioner Service

tradecommissioner.gc.ca

Meet our new Chief Trade Commissioner

Canada's new Chief Trade Commissioner brings a wealth of international and policy experience to her role. Among her many achievements, Susan Bincoletto has represented Canada at the World Trade Organization and Organisation for Economic Co-operation and Development negotiating tables. She has also led important economic policy initiatives, including reforming the Copyright Act and overseeing the first guidelines on State-Owned Enterprises under the Investment Canada Act.



Susan Bincoletto, Chief Trade Commissioner

"My mandate is to promote the interests of Canadian companies who want to explore new market opportunities in both mature and emerging markets. I am very proud of the fact that we focus on women in international trade. They deserve the attention," says Bincoletto. "Business women bring great commitment to everything they do."

Bincoletto hopes to make the most of international business women's expertise by establishing round tables where they can mentor others and share their market and industry insights.

“ Sound advice

"Success to us means looking for win-win relationships where both parties are willing to listen, to be open-minded and to grow. We look at every problem as an opportunity."

Nanon de Gaspé Beaubien-Mattrick,
President & Founder
Beehive Holdings, Vancouver



Sector Spotlight

Our sustainable technology strengths

Bio energy | Hydrogen and fuel cells | Energy storage |
Renewable energy for remote communities | Water and
wastewater | Waste energy | Wind energy | Air pollution

Canadian women greening the globe

The rising stars of the sustainable technology sector are small and medium-sized companies prepared to meet the global demand for clean, green products and services. Industry research firm, Analytica Advisors, reports that Canada's sector is poised for stellar growth—from \$11B in 2012 to \$28B in value in 2022 (2014 Canadian Clean Technology Industry Report).

For women leading the sector, planning for a bright future means positioning their firms as solution providers to multinationals. After all, the sector serves a broad range of industries: aerospace, automotive, utilities, real estate, oil and gas, mining, chemicals and food.

"There has never been a better time to take advantage of our strengths and the opportunities in the sector," explains Céline Bak, President and CEO of Analytica Advisors. "The global market for green products and services will grow from \$1 trillion today to \$2.5 trillion by 2022. That's significant."

Bak is one of several private sector Global Practice Leads at DFATD. These experienced industry advisors mentor and guide the sector teams to provide insight into the industry and access to their network of international contacts.

"There's huge potential for Canadian firms worldwide. Emerging markets like the Caribbean and countries where Canada is pursuing closer commercial ties, such as Turkey and Thailand, should be on your radar," she says.

Taking advantage of the opportunities is best accomplished with the expert advice of the TCS. Distributors and agents can be excellent resources to grow your international markets, but Bak advises working with the TCS to vet your partners and to get advice. "There is no substitute



Céline Bak, Global Practice Lead,
Sustainable Technologies

for the expertise our trade commissioners bring. They can characterize a list of target customers, provide you with important competitive intelligence and connect you with buyers looking for your services or technology."

Make Business Women in International Trade part of your team

What would you do if you received a rush order request for a container full of Canadian wine? Hamilton-based Virginia Zhang knew she had to act fast, so she turned to the Business Women in International Trade team for help.

"I connected with Business Women in International Trade (BWIT) through the LinkedIn group," Zhang says. "They put me in touch with a trade commissioner who connected me with a winery that could supply the wines we needed. We negotiated the price and had the order shipped out within 15 days."

Zhang's company, Trade in Motion Corp., had previously tried to do business with the very same winery. "They never got back to me. This time, with the TCS behind me, the winery was fast to respond. It gave us credibility," she says. "That's what success in business is all about."

"BWIT's knowledge and connections have been important for the growth of my company—and my overall success."

Our services for Canadian business women

Are you leveraging the full power of Business Women in International Trade? Our team:

- » Plans and hosts women-focused trade missions
- » Supports and connects you to the TCS worldwide network of business contacts
- » Generates networking and partnership opportunities
- » Provides information about support networks, government resources, business women's associations, financing, events and training on our website and in our annual newsletter
- » Offers valuable business resources, including the BWIT LinkedIn group and the specialized online directory of women-owned businesses (story, p. 5)



Sector Spotlight

Our infrastructure strengths

Power | Water and wastewater | Social infrastructure (health care and education) | Transportation | Green building

Building bridges to global infrastructure markets

Does your business excel at architecture, construction, engineering, evaluation, finance or project management? If so, now is the time to join the ranks of Canadian business women who are taking advantage of global infrastructure supply chain opportunities.

The sector accounts for 1.1 million Canadian jobs and \$6B in exports (Statistics Canada, 2012). DFATD's Infrastructure sector team supports Canadian firms by promoting their capabilities abroad, developing strategies to grow Canada's share of the global market, matching Canadian companies to specific trade leads and coordinating trade missions.

Team member Maria Pantazi-Peck advises business clients in the sector. She says that Canada has unique strengths in infrastructure, including private-public partnerships, or PPPs. "We're in a better place to compete for tenders because of this niche. We have a strong banking and financial services sector to support PPPs and most of our engineering companies are also well-versed. This puts Canada at a competitive advantage because other governments look to us for PPP advisory services, including Croatia, Hungary, Poland and Turkey."



Pantazi-Peck says small companies looking to explore the global infrastructure market should focus on offering niche expertise or innovative products. "When you see a market with good long-term potential, set up your office there or work with a good local partner. And don't forget to connect with the TCS to make the most of your opportunity."

Save the date!

June 22-25, 2014
Canadian Trade Mission to
WBENC National Conference
and Business Fair
Philadelphia, Pennsylvania
wbenc.org/wbencconf

September 30 to October 1, 2014
WEConnect International in
partnership with Quebec's
Business Women's Network,
Annual Conference
Montreal, Quebec
weconnectinternational.org
rfaq.ca

October 19-25, 2014
Small Business Week, Business
Development Bank of Canada
Events across Canada bdc.ca/sbw

November 2014
Opening Doors, WBE Canada
Annual Conference
Toronto, Ontario
wbcanada.org

March 8, 2015
International Women's Day
Up-to-date information and
events at:
businesswomenintrade.gc.ca

April 2015
Diversity Procurement Fair,
Canadian Aboriginal and
Minority Supplier Council
Toronto, Ontario
camsc.ca

For up-to-date information on upcoming events for business women, visit our website at businesswomenintrade.gc.ca and sign up.

Sign up now! New directory for women-owned businesses

Do you need an international marketing assistant? Look no further than the new specialized directory for women-owned businesses. It is part of the **Canadian Company Capabilities** (CCC) database, a free service offered to all Canadian companies which is accessed by 5 million domestic and international procurement professionals, distributors and partners each year.

BWIT partnered with Industry Canada to allow you to identify your firm as 'woman-owned' in the CCC database, giving you easy access to buyers and partners worldwide who want to do business with you.

If your business is not yet listed, registering is quick and easy. Simply sign up, then list your products, services, trade experience and technology. Don't forget to flag that you're woman-owned. Then, let the directory do the work for you!

Sign up today at: ic.gc.ca/bwit



Chief Trade Commissioner Susan Bincoletto with the BWIT team and Industry Canada officials



Small engines | Corporate aircraft | Simulators |
Avionics | Landing gear | Design engineering |
Airframe and engine repair | Overhaul

Taking Canada's aerospace sector to new heights

"In 55 years of doing business, I have never seen the opportunities that we have today," says Dale Hunt, aerospace business advisor and Global Practice Lead at DFATD. "The two industry leaders, Airbus and Boeing, have the largest order book in aviation history worth hundreds of billions of dollars. That is a tremendous stimulus for companies supplying them, including Canadians. By virtue of their success, they are bringing everyone else business."

“Canadian business women are in a solid position to help fill the demand. After all, they have so much to offer the sector,” explains H  l  ne S  guinotte, President and CEO at Morpho Canada and Country Delegate for SAFRAN, Aerospace-Defence-Security. She also sits on DFATD’s sector Advisory Board, where industry leaders provide strategic advice to support the TCS. “We don’t just need women engineers. We need women to support the full breadth of the industry—design, marketing, sales, technicians, customer support. Business women bring more to the table.”



Hélène Séguinotte, President
and CEO, Morpho Canada

Ranked fifth in the world, the aerospace sector contributed \$14B to our GDP in 2012 and includes more than 700 firms, according to the Aerospace Industries Association of Canada. To keep Canada competitive, DFATD has developed an aerospace sector strategy. Its focus? Increasing Canadian participation in global value chains, stepping up R&D activity, attracting foreign investment and building more international partnerships. The approach will help our aerospace sector continue to aim high—and make the most of international market opportunities.

Get the Travel Smart app!

The Travel Smart mobile web app offers country information so you can plan your travels, including:

- » current health and safety conditions
- » passport and visa requirements
- » contact details for embassies, consulates and high commissions
- » border wait time service for travel between Canada and the US

travel.gc.ca/mobile



Get closer to closing that deal

If you participate in international missions, trade shows and conferences, then you know how exciting it can be to make new contacts and meet with potential buyers. But how good are you at follow-up? Too many Canadian businesses fall short, yet reconnecting with contacts once you're back at your desk can turn potential opportunities into golden ones.

“You will collect a lot of business cards when you’re networking,” says Diane Craig, President of Corporate Class Inc., a Toronto company that provides executive presence training. “Before you go to bed each night, make detailed notes on each person you met. What did they say? What’s their focus? What can my business do for them? What angle should I take with my follow-up?”



“Remember, the word ‘work’ is in networking for a reason. It’s not a party. When you return from your trip, be sure your calendar is clear. Follow up with each contact immediately. If you wait six months, you’ve wasted your time and money,” Craig explains. “You have to be persistent. Until they say no, the door is always open.”

We're social and connected!



Join the discussion and meet globally-minded Canadian business women just like you in our BWIT LinkedIn group at [linkd.in/bwit-faci](https://www.linkedin.com/groups/1107111111111111111/). And don't forget to stay connected with the latest news, resources and upcoming events on our website at businesswomenintrade.gc.ca.

Programs to fast-track your success

Looking for funding or financing? Or do you need support to grow your international business opportunities? Begin your search here.

Business financing

Atlantic Associations of Community Business Development Corporations | Loans for youth, entrepreneurs, social enterprises and rural businesses cbdc.ca

Business Development Bank of Canada | Market Xpansion Loan provides up to \$250,000 bdc.ca

Canadian Trade Commissioner Service | Programs to support international business tradecommissioner.gc.ca

Industry Canada | Locate government services, grants, loans and financing canadabusiness.ca

Export Development Canada | Financing and insurance solutions for exporters edc.ca

Export Market Access | Global Expansion Program for Ontario businesses canadabusiness.ca

Business Women in International Trade | Provincial and national funding and financing programs businesswomenintrade.gc.ca

Women's Enterprise Initiative | Loans for business women in Alberta, British Columbia, Manitoba and Saskatchewan wd.gc.ca

International trade and business services

Canadian Trade Commissioner Service | Provides on-the-ground intelligence and practical advice in Canada and in more than 150 cities worldwide tradecommissioner.gc.ca or 1-888-306-9991

CanadExport | The official e-magazine of the TCS, CanadExport features practical articles and the latest news on doing business internationally canadexport.gc.ca

Canada Business Network | Assistance to entrepreneurs through a network of 400+ service centres across Canada canadabusiness.gc.ca or 1-888-576-4444 (TTY 1-800-457-8466 hearing impaired)

Women-owned specialized directory on the Canadian Company Capabilities database | Join the thousands of Canadian businesses promoting their products and services to the world ic.gc.ca/bwit

Government of Canada | Regional development agencies deliver programs to businesses and business women

- » Atlantic Canada Opportunities Agency (see the Women in Business Initiative) acoa-apeca.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

Thirsting for knowledge?

Check out these valuable learning and development opportunities for Canadian business women:

- » Canadian Technology Accelerator program: tradecommissioner.gc.ca
- » Forum for International Trade Training FITTSkills program: fitt.ca
- » SheEO accelerator program for women entrepreneurs: sheeo.ca
- » Rotman Initiative for Women in Business: women.rotman.utoronto.ca
- » Alberta Women Entrepreneurs Exceleator program awebusiness.com

Mission countdown to Philadelphia

Join BWIT and leading Canadian business women on our 2014 mission to the Women's Business Enterprise National Conference—the largest business fair in the U.S. for women-owned enterprises. Here's what you need to know:

- » **Where:** Pennsylvania Convention Center
- » **When:** June 22-25, 2014
- » **Why:** Meet top Fortune 500 companies, get access to contracts through supplier diversity programs, network with business women from across Canada and the U.S.
- » **How:** Visit the conference website at wbenc.org/wbencconf or contact the BWIT team at bwit@international.gc.ca for details.



Canadian delegation at the 2013 WBENC National Conference in Minneapolis, Minnesota.

“ Did you know?

Canada's Trade Commissioner Service:

- » is free of charge for eligible Canadian companies
- » serves over 13,000 clients a year
- » is on the ground in more than 150 cities at home and abroad
- » received a client satisfaction rating of 83% in 2012-13

Source: Global Markets Action Plan (2013)

Women's business networks and associations

Start here to connect with organizations and groups dedicated to working with women in business.

Alberta Women Entrepreneurs
awebusiness.com

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

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

Canadian Women in Technology
canwit.ca

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

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**
[rbccroyalbank.com/sme/women/
mentorship.html](http://rbccroyalbank.com/sme/women/mentorship.html)

WBE Canada
wbcanada.org

WEConnect International
weconnectinternational.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 Communications
and Technology Canada**
cwc-afc.com

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

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Don't miss out! Sign up to be part of the BWIT mailing list to stay up-to-date on news and events. Visit our website at businesswomenintrade.gc.ca and select "sign up"! Be sure to check the box that asks whether you are a woman-owned business—or work for one. Don't miss out on valuable news from the BWIT team.

