

business women IN INTERNATIONAL TRADE



Canada is embracing the need to adapt to a global economy through our Global Commerce Strategy. This is a focused course of action for making us partner of choice for international business by

negotiating improved access to international markets and by connecting Canadian business with expanding global opportunities.

Led by Secretary of State Helena Guergis, the Trade Mission for Canadian Businesswomen to Jamaica and Barbados held in January (*see page 2*) is one example of this. I applaud the business leaders who responded to the chance to do business beyond our borders.

With Latin America and the Caribbean a growing part of Canadian culture, society, politics and the economy, re-engagement with our partners throughout the region is a top priority. The Americas are a key focus of Canada's trade and investment plans, fast becoming a deeply embedded part of our foreign policy, programs and initiatives. For example, we recently concluded negotiations on a free trade agreement with Peru and free trade talks are underway with several other countries in the Americas.

As we build on our new approach to the Americas, the expertise and hard work of Canadian Trade Commissioners on the ground there will provide critical assistance to help businesses like yours succeed in Latin American and Caribbean markets. I encourage you to tap into their expertise and the other valuable resources you will find in this issue. There is no substitute for an aggressive export strategy. Canada needs more "ambassadors" of trade – both in the Americas and elsewhere on the global stage.

David Emerson

Minister of International Trade and Minister for the Pacific Gateway and the Vancouver-Whistler Olympics



It is both energizing and inspiring to reflect on the highlights of the past year since I took on the job of Secretary of State for Foreign Affairs, International Trade & Sport. I've welcomed

the opportunity to meet so many dynamic businesswomen, in Canada and abroad. I have also met with many successful women's business groups that are doing their part to stimulate global trading relationships.

The message is loud and clear: women everywhere are eager to do business across borders. This was clear on the trade mission I led to Jamaica and Barbados this year, accompanied by 15 remarkable Canadian businesswomen (*see page 2*). The mission matched Canadian and local companies. As a former business owner myself, I know that this face-to-face contact is key in building trust and commercial linkages.

I remain a strong advocate for initiatives that encourage more women to engage in international business and that identify and remove some of the unique barriers they face. My thanks go to the businesswomen who took time to give their thoughtful input during our cross-country consultations. Page 7 features some activities we initiated in response.

Get inspired by the women you read about in these pages, tap into the wealth of resources highlighted to take your business global, and become part of the surging energy of businesswomen worldwide!

Helena Guergis

Secretary of State for Foreign Affairs,
International Trade & Sport

**Expand to
Markets You
Never Thought
Possible.**

**Businesswomen in
International Trade
can help.**

See page 7



Attending a Canadian Manufacturers and Exporters (CME) gala in Barbados to commemorate the 100th anniversary of the Canadian Trade Commissioner Service in the Caribbean was a highlight of the 2008 Canadian Businesswomen's Trade Mission to Barbados and Jamaica. *See page 2 for more.*

WWW.
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.gc.ca

A one-stop info source for women exporters. Visit today and bookmark for tomorrow!



Trade Mission Opens Doors



2008 Canadian Businesswomen's Trade Mission participants – shown here at a networking event in Jamaica – experienced an action-packed agenda.

When 15 Canadian women boarded a plane for Jamaica and Barbados in January 2008 as part of a Canadian trade mission for businesswomen, little did they know that they would reap rewards so quickly. “The whole experience was above and beyond my expectations,” says **Fariba Anderson**, Managing Partner of The Manta Group, a management consulting firm in Toronto, who had been intrigued by the offer to participate in a mission for smaller companies and to educate herself on a potential new market. “I learned something new every day and from every person I met.” Ms. Anderson is already collaborating with a company in Barbados to do a process improvement project for a potential client there.

“Going to Barbados made me recognize there is a global village – something we need to embrace as Canadians.”

Zoreena Abas

Building on momentum

Led by Secretary of State **Helena Guergis**, this initiative built on similar businesswomen trade missions over the past decade and provided an opportunity to promote Canada’s interests in the Caribbean. Jamaica and Barbados are members of the Caribbean Community (CARICOM), with which Canada is negotiating a free trade agreement that will create new opportunities for Canadian and Caribbean companies.

The trade mission included plenary sessions, site visits, and one-on-one meetings with potential local partners and customers. “The level of contacts

that they were able to organize for us was wonderful,” says **Shelley Gares**, VP, Customs Brokerage, UPS Canada, in Mississauga. “I don’t think we would have been able to do that going to a foreign country to do business for the first time.”

The participants also attended a celebratory gala hosted by the Canadian Manufacturers and Exporters (CME) in Barbados to commemorate the 100th anniversary of the Canadian Trade Commissioner Service (TCS) in the Caribbean. Keynote speaker **Helena Guergis** highlighted the great scope of the TCS, which operates in more than 150 cities worldwide and provides Canada’s business community with market intelligence and export services.

Interactive sessions a hit

In addition to CME conference attendance and networking opportunities, the mission also included sessions where delegates discussed business opportunities with Canada’s trade commissioners in surrounding Caribbean countries. “One of the biggest highlights was meeting them and understanding the power of the Canadian government,” says **Zoreena Abas** with Tezuma Labs in Toronto. “They booked appointments we would never have been able to book. In Canada, we never realize what a big player we are in the international market. That was really obvious when we got there.”

Pernille Fischer Boulter of Kisserup International Trade Roots Inc. in Halifax thinks it is important to recognize that the Canadian government spearheads initiatives like this to brand Canada globally. “By participating, we help send the message that Canada is interested in opening our doors,” she says, adding that her consulting firm is already benefiting. “We are negotiating with three agencies in Jamaica and Barbados to deliver trade training.”

“If you ever get an opportunity to jump on one of these missions, just go!” This is Zoreena’s advice to women. “It opens up your horizons and your vision expands. When I returned, I realized I was at the next level!”

“These trade missions make a difference by giving women a great opportunity to break into many male-dominated markets.”

Mela Ganesh, *Caribbean Guest Supply*

UPCOMING TRADE MISSIONS ...ESPECIALLY DESIGNED FOR WOMEN

Philadelphia & New York, June 25-July 1, 2008. Women's Agri-Food Mission led by Secretary of State **Helena Guergis**. Info: **Beth Pomper**, beth.pomper@international.gc.ca

Monterrey, Mexico, October 21-24, 2008. Organization of Women in International Trade (OWIT). Info: **Gail Morris**, gmorris@tradepartners.ca, www.owit-toronto.ca

China, October 21-31, 2008. Includes Shanghai, Beijing and Hong Kong. Info: **Carla Kearns**, The Mandarin School, info@themandarinschool.com, www.themandarinschool.com

The Results are Already In!

Why should trade missions be part of your exporting strategy? Participants of the January 2008 Jamaica and Barbados Mission share the benefits:

“The eye-opener for me was the instant credibility that the mission gave me. It opened doors for me to meet with veterinarians and introduce my product.”

Peggy van Dam, Urban Puppy Inc.

“It’s a great learning experience and you just never know who you’re going to meet and what you’re going to learn.”

Sherri Stevens, Stevens Resource Group

Year in Review

HIGHLIGHTS OF WOMEN'S TRADE INITIATIVES



Incoming trade mission links women internationally

Twenty-five women from 13 developing countries in Asia, Africa and South America who are exporters in the service sector and also represent women's business groups in their respective countries participated in the **Bridges Across Borders** (www.global-links-network.com/bridges) inbound trade mission to Canada in May, 2007. Organized by the International Trade Centre in Geneva, the mission connected them with women entrepreneurs, contacts and women's business organizations in Canada.

Women's trade advocate clinches prestigious award

Consultant Betty Wood was the recipient of the **2007 JoAnna Townsend Award**, presented by the Organization of Women in International Trade (OWIT)-Toronto (www.owit-toronto.ca), in recognition of her outstanding work as a woman's trade advocate over many years to encourage women to expand globally. The award honours the memory of JoAnna Townsend, who spearheaded groundbreaking initiatives for women when she headed up the women's trade portfolio in the Department of Foreign Affairs & International Trade (DFAIT) before her untimely death to cancer in 2004. Betty [second from left] is flanked by JoAnna's mother, Ida Townsend [left] and JoAnna's two daughters, Genevieve and Meghan Friesen. The awards ceremony was supported by DFAIT.



Canadians shine in Miami

Canada had a high profile at the **16th Annual Organization of Women**

in International Trade (OWIT) World Conference held in Miami in October 2007. In recognition of leadership and vision, the OWIT Member of the Year Award was presented to Canada's Leann Hackman-Carty [above right], Past President of OWIT International and a founding member of the Calgary chapter, by Lilia Navarette, the current International President [above left]. Conference speakers included our Secretary of State Helena Guergis. Canada's Consul General in Miami, Marcy Grossman, hosted a special evening for Canadian delegates. In addition, a delegation of women entrepreneurs from Asia, Africa and Latin America [below] participated in a pre-conference workshop - sponsored by the Canadian International Development Agency and the Trade Facilitation Office Canada - in which DFAIT also participated.

Women entrepreneurs in east prepared for U.S. trade mission

Women-owned businesses in the food industry from Atlantic Canada participated in a March 2008 export training session in Halifax in preparation for the Women's Agri-Food Mission to Philadelphia and New York City to take place in the spring. The session was part of the Women Exporters Initiative (WEI) 2008 organized by Canadian Manufacturers & Exporters (CME) Nova Scotia Division

with financial assistance from the Atlantic Canada Opportunities Agency (ACOA). This is the third trade mission in this series, which included Boston in the past.



In celebration of women worldwide

Women in Film & Television-Toronto (www.wift.com), in partnership with the Department of Foreign Affairs & International Trade (DFAIT), celebrated the outstanding filmmaking talents of women worldwide with the **WIFT International Short Film Showcase** on International Women's Day, March 8, 2007 at the National Film Board in Toronto. The event featured 11 Canadian and international short films.



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Meet award-winning Canadian women who are making their



Pernille Fischer Boulter
President & CEO,
Kisserup International Trade Roots Inc.

Halifax, Nova Scotia
Tel: 902.405.3880

E-mail: pfb@kisserup.com
www.kisserup.com

Years Exporting: 10
Export Sales: 40%
Export Markets: Over 45 countries

DESCRIPTION: International trade training and export development to help companies maximize their profits in the global marketplace.

marketable, she established Kisserup. She also served on the Small and Medium Exporters (SME) Federal Advisory Board from 2002 to 2008, that reports to the Minister of International Trade and Foreign Affairs.

EXPORTING INSIGHT: "You can take courses to prepare but actually doing it yourself opens up a whole new world."

RECOMMENDED RESOURCES: Trade Commissioner Service: "Excellent on-the-ground help."; the Virtual Trade Commissioner: "Great because it offers 24-hour access to very useful market reports and news on trade shows for expansion purposes."; Exportsource: "A phenomenal online diagnostic tool for assessing your export readiness."; and Strategis: "Very effective for researching and accessing timely data on any product or competitor in any country."

HONOURS: 2007 Canadian Progress Club Women of Excellence Award (Halifax, Cornwallis) for making a difference in the community and internationally

BACKGROUND: A trailblazing woman in IT, Pernille ran a computer company in Europe before coming to Canada from Denmark in 1998 and began consulting for companies looking to export to Denmark and Greenland. Realizing her skills and ability to speak five languages were

*"If we can export in the heavily male-dominated sports industry,
any woman can."*

Debra Belinsky

Debra Belinsky and Cheryl Benson-Guanci

Principals, The DCB Group

DESCRIPTION: The DCB Group creates and produces broadcast identities for professional sport teams and also creates integrative and innovative promotional entertainment packages for use during commercial time-outs, intermissions and play stoppages in sporting events. Clients have included sports organizations and professional teams from all professional leagues in North America. Current clients include the MLB Tampa Bay Rays and the Toronto Blue Jays.

HONOURS: Woman Entrepreneur of the Year International Trade Award (2004) from Women Business Owners of Manitoba, Winnipeg chapter

BACKGROUND: When Debra – a former basketball athlete – and her business partner, Cheryl – a former choreographer – attended a Winnipeg Jets hockey game in 1992, they spotted a need for entertainment during commercial "time-outs" that would be engaging for the paying fans and respectful of the integrity and traditions of the game. They snagged their first contract with the Mighty Ducks of Anaheim and, since then, have established offices in Manitoba, California, Florida and Ontario, working with clients in every sport.

EXPORTING INSIGHT: "It's a different business climate in the U.S. Decisions are made quickly, so you have to be prepared to act and deliver fast."

BIGGEST BENEFIT: "Exporting opens the doors to new contacts, networking and opportunities that are vast."



Debra Belinsky

Winnipeg, Manitoba
Tel: 204.992.2314
E-mail: info@thedcbgroup.com
www.thedcbgroup.com
Years Exporting: 14
Export Sales: 70%
Export Markets: U.S.

mark on the global stage

Suhayya (Sue) Abu-Hakima

Co-Founder, President/CEO, Amika Mobile Corp.



Kanata, Ontario
Tel: 613.599.4445
E-mail: suhayya@amikamobile.com
www.amikamobile.com
Export Sales: 70%
Export Markets: India, Europe, U.S.

DESCRIPTION: A wireless startup and hi-tech pioneer in the delivery of key content to mobile phones, Amika Mobile specializes in sending critical e-mail alerts, ideal for applications

such as public safety. Its products are sold through distributors, system integrators and platform vendors.

HONOURS: 2007 Sarah Kirke Award as Leading Woman Entrepreneur & Technology Innovator from Canadian Advanced Technology Alliance Women in Technology (CATAWIT) Forum

BACKGROUND: A two-time hi-tech company founder and innovator, Sue is one of very few women technology CEOs and a trailblazer in practical applications of artificial intelligence. She has developed 21 international patents in messaging and content analysis. Part of her first company, Amika Now!, which specialized in automatic email analysis for mobile users, was sold to Entrust in 2004. A prolific writer, speaker and mentor to many, Sue also teaches at the University of Ottawa.

EXPORT FOCUS: "Going to India may seem like going to the moon because it is so far and potentially fraught with risk, but the market is exploding and can't be ignored – three to four million mobile phones are sold per month there."

BIGGEST CHALLENGE: "It's hard to find the right partners – in our case, productive distributors who move fast. There's no magic bullet. Interviewing people and finding the right cultural fit are key."

EXPORTING INSIGHT: "It's easier for many small tech companies to break into the Canadian market after they've sold something in the U.S."

Manon Pilon *President, Europe Cosmétiques Inc.*

Saint-Laurent, PQ
Tel 1.800.263.8888 / 514.333.8282
E-mail: manon@derme.ca
www.derme.ca
Years Exporting: 14
Export Sales: 35%
Export Markets: U.S., Singapore, China, Saudi Arabia



DESCRIPTION: Sells high-end skin-care products to spas and medical spas around the world through exclusive distributors. Brands sold include Nelly De Vuyst, manufactured in Belgium, Physiadermie from Switzerland, and ActivaDerme from Canada.

HONOURS: Multiple awards, including the 1992 and 1996 Business Woman of the Year from Réseau des femmes d'affaires du Québec

BACKGROUND: An esthetician and spa owner at 18, Manon opened several more salons and also sold three franchises before starting Europe Cosmétiques. Passionate about educating her industry, she also established a private esthetics school in Montreal, has led conferences and seminars around the world to share her advanced clinical and business expertise with estheticians and medical professionals, and has written a book.

EXPORTING ENTRY: Manon broke into the U.S. market by participating in trade shows and advertising in industry magazines.

LESSONS LEARNED: "It's important to have a physical presence in the U.S., especially if you are selling products. That's why we have a warehouse facility in New York. In Asia, they value integrity and relationships, so learning the culture is key."

For more profiles, visit
www.businesswomenintrade.gc.ca



TOP EXPORT TIPS FROM THESE PROS

- 1. Participate in trade missions.** You'll get market assistance from trade commissioners at Canada's foreign posts, attend a related event that missions are often built around, and make great contacts.
- 2. Become culturally savvy.** Personal interaction is important, so take time to educate yourself on the nuances of other cultures.
- 3. Find good partners in your target markets.** This is really the trick, especially for small businesses. Ask your customers for referrals to those they trust.
- 4. Focus on your strengths, not your gender.** If you earn respect through delivery, gender does not come into play.
- 5. Have patience and perseverance.** Sometimes challenging initially, exporting can bring great rewards to your company and people.
- 6. Join a trade organization.** Membership in a global network like the Organization of Women in International Trade (www.owit.org) will help you develop contacts, educate yourself and keep up to date.

Ready To Pursue Business Opportunities Abroad? We Can Connect You to the World

Interested in expanding your horizons? Today's global economy is exciting...and even better news is that you don't have to go it alone. The Canadian government has an array of resources to help you...and most of them are free!

Foreign Affairs & International Trade Canada



The Canadian Trade Commissioner Service (TCS)

Canada's most comprehensive network of international trade professionals. We help Canadian companies increase revenues and lower the costs of global business through four key services:

- Preparation for international markets
- Market potential assessment
- Qualified contacts
- Problem solving

Whether you're looking to export, invest abroad or seek technology and R&D partnerships, our Trade Commissioners are available when and where you need them. We are located in more than 150 cities worldwide and in offices across Canada, ready to help you achieve international business success.

Work with the TCS and realize your company's full international market potential. Call 1-888-306-9991, visit www.infoexport.gc.ca or contact your Regional Office below:

Vancouver: 604-666-0434;
yncvr@international.gc.ca

Edmonton: 780-495-2944;
edmntn@international.gc.ca

Calgary: 403-292-4575;
clgry@international.gc.ca

Saskatoon: 306-975-5315;
ssktn@international.gc.ca

Regina: 306-780-6124;
rgina@international.gc.ca

Winnipeg: 204-983-5851;
wnnpg@international.gc.ca

Toronto: 416-973-5053;
trnto@international.gc.ca

Montreal: 514-283-6328;
mntrl@international.gc.ca

Quebec City: 418-648-7464;
mntrl@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

Exportsource

Canada's most comprehensive source of on-line information on exporting. Explore valuable services and tools for Canadian businesses at www.exportsource.ca

Canada Business

An information service for businesses and start-up entrepreneurs in Canada, with a section dedicated to women. www.canadabusiness.ca

CanadExport

Twice-monthly e-newsletter plus monthly podcasts featuring news and advice on trade, export and investment opportunities around the world, for entrepreneurs who want to trade, invest and prosper in the global marketplace. www.canadexport.gc.ca

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

Foreign Affairs & International Trade Canada's easy-to-read, annual key market report plus a user-friendly database tool allows Canadian exporters and investors to assess their export and investment options by identifying commercial barriers in foreign markets. Available at no cost at www.cimar.gc.ca



Business Development Bank of Canada

Provides small and medium-sized businesses with flexible financing, affordable consulting services and venture capital. BDC supports the needs of entrepreneurs at every stage of growth. www.bdc.ca



Export Development Canada

Provides Canadian exporters with financing, insurance and bonding services as well as foreign market expertise in some 200 world markets. www.edc.ca

"Exporting may seem daunting, but accessing the many resources out there will minimize any risks and help you discover and leverage the upsides of global expansion!"
Leann Hackman-Carly, Concrete Global Ventures



Virtual Trade
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The Virtual Trade Commissioner

Your personal gateway to the TCS. Sign up and make information about your company instantly available to trade commissioners worldwide. Get feedback on your export strategy, access current market reports and sector-specific news, set up meetings with international trade specialists, request export financing, and help manage your risks. Register for free at www.infoexport.gc.ca

SAVE THE DATE!

May 8-9: Women Entrepreneurs of Canada THINK BIG! Beyond Borders Conference, Toronto www.wec.ca

June 1-2: FITT 11th National Conference, Ottawa www.fitt.ca

visit www.businesswomenintrade.gc.ca for more events

June 19: International Trade Day, Toronto www.chamber.ca

October 19-25: Small Business Week www.bdc.ca

October 22-24: 17th Annual World Conference of Organization of Women in International Trade, Monterrey, Mexico www.owit.org



Businesswomen in International Trade Foreign Affairs and International Trade (DFAIT) Portfolio

Helping you seize the potential of world markets

If you want to join the growing number of women entrepreneurs who are setting their sights beyond Canada's borders, look no further. "We can help steer the way, whether you want to know how to begin exporting or need assistance in tapping into new global markets," says **Josie L. Mousseau**, DFAIT's Trade Commissioner for Businesswomen in International Trade. "Since fewer than 10% of Canadian women entrepreneurs are exporting now, there are huge opportunities for women to grow and expand their businesses internationally."

Recognizing the emergence and growth of women entrepreneurs, the federal government launched export promotion programs for women a decade ago to raise awareness of trade opportunities and help catapult women onto the global stage. Here is what Foreign Affairs and International Trade Canada (DFAIT) offers to help accelerate your exporting success:

- ① All-women **trade missions** to help women get an on-the-ground look at local market conditions and exposure to other business cultures. Missions have already explored Washington, D.C., Boston, L.A., Chicago, Berlin, the U.K., Australia and the Caribbean.

"I absolutely recommend these trade missions. As an entrepreneur, you can have so much opportunity opened up to you. The network they offer is just fabulous!"

Fariba Anderson, The Manta Group, Toronto

- ② **Research funding** for works such as *Canadian Women Entrepreneurs, Research and Public Policy: A Review of Literature*, undertaken by **Dr. Barbara Orser** from the Telfer School of Management at the University of Ottawa. This study presents a comprehensive summary of research about Canadian women entrepreneurs, including growth inhibitors unique to women. Available in Info Centre research section at www.businesswomenintrade.gc.ca

Fortune 500 companies. DFAIT is leading discussions to get this certification process in place. The Canadian Aboriginal and Minority Supplier Council (CAMSC) currently certifies Aboriginal and minority-owned businesses, and is looking to collaborate with women's business organizations, extending its services where possible, in areas such as research, government lobbying, certification, and networking events, to include women-owned businesses. For more information, contact **Katie Motta**, CAMSC, at 416.941.0004 or kmotta@camsc.ca.

- ④ **Consultations** with women exporters, such as the roundtables that Secretary of State **Helena Guergis** held across Canada in 2007. As a result of the input, DFAIT has taken into account recommendations for policy issues being developed within the department, re-engaged with women's business organizations, reinstated support for women's trade missions and revamped its Businesswomen in Trade website.

- ⑤ **Outreach** to women's business organizations nationally to raise awareness about exporting and to create linkages.



[l to r] Ginny Campbell, RTR Media, DFAIT's Sue Rauth, Gail Morris, State of Illinois Canada Office, Sadia Zaman, Women in Film and Television, and Sarah Baird, Interactive Ontario at 2007 RBC Canadian Woman Entrepreneur Awards.



[l to r] DFAIT's Kathryn McCallion & Candice Rice with Ruth Bastedo, President of Women Entrepreneurs of Canada (WEC) at 2007 JoAnna Townsend Awards.



[l to r] Elizabeth Vazquez, Susan Baka, Josie L. Mousseau and Katie Motta at 2008 Canadian Aboriginal & Minority Supplier Council (CAMSC) Diversity Procurement Fair.

- ③ **Policy initiatives** such as spearheading a process to certify women-owned businesses in Canada. DFAIT organized a meeting of representatives of women's business organizations from across Canada in November 2007 to introduce the *U.S. Diversity Buyers Program (DBP)*. Its primary objective is to provide increased procurement and business opportunities for minority businesses, of which women-owned businesses qualify. If Canadian women-owned, export-ready companies are certified, it would enable them to access and benefit from the DBP that comprises most

- ⑥ A comprehensive, one-stop **Businesswomen in International Trade website** at www.businesswomenintrade.gc.ca, designed for women looking to export or improve their export performance. It is a resource of the available programs and services for exporters, including information on trade events, recent research findings, tips from successful women exporters and links to key contacts in government support agencies, financial institutions, and a variety of regional, national and international associations. The site complements this annual **Businesswomen in International Trade newsletter**.

Sign up!

To be added to our mailing list to receive future newsletters and information about trade missions, consultations and other news for women exporters, e-mail josie.mousseau@international.gc.ca

Coast-to-Coast Resources for Canadian Businesswomen

Regional Assistance Programs

Western Economic Diversification Canada (www.wd.gc.ca)

Women's Enterprise Initiative (WEI)

Includes:

Women's Enterprise Centre of B.C.

info@womensenterprise.ca

www.womensenterprise.ca

Alberta Women Entrepreneurs

info@awebusiness.com

www.awebusiness.com

Women Entrepreneurs of Saskatchewan Inc.

info@womenentrepreneurs.sk.ca

www.womenentrepreneurs.sk.ca

Women's Enterprise Centre of Manitoba

wecinfo@wecm.ca

www.wecm.ca

FedNor

mcrac.pam@ic.gc.ca

www.fednor.ic.gc.ca

Atlantic Canada Opportunities Agency Women in Business Initiative

www.acoa-apeca.gc.ca/e/business/

entrepreneurship/wbi/wbi.shtml

Canada Economic Development for Quebec Regions

www.dec-ced.gc.ca

Women Entrepreneurial Center of Quebec (WECQ)

info@cefq.ca

www.cefq.ca

Women's Business Associations

Canadian and African Business Women's Alliance

info@caabwa.com

www.caabwa.com

Canadian Association of Women Executives and Entrepreneurs

contact@cawee.net

www.cawee.net

Canadian Women in Communications

cwcafc@cw-c-afc.com

www.cw-c-afc.com

CATAWIT Forum (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

info@digitaleve.org

www.digitaleve.org

New Brunswick Assoc of Community Business Development Corps (Women in Business New Brunswick)

danielle.gaudet@cbdc.ca

www.wbnb-fanb.ca

Newfoundland and Labrador Organization of Women Entrepreneurs

info@nlowe.org

www.nlowe.org

Organization of Women in International Trade OWIT-Alberta

cheryl@intl-strategies.com

www.owitalberta.org

OWIT-Toronto

susanm@owit-toronto.ca

www.owit-toronto.ca

Prince Edward Island Business Women's Association

office@peibwa.org

www.peibwa.org

Quebec Women's Business Network

info@rfaq.ca

www.rfaq.ca

Step Ahead One-on-One Mentoring Program

info@stepaheadonline.com

www.stepaheadonline.com

Women Business Owners of Manitoba

info@wbom.mb.ca

www.wbom.mb.ca

Women Entrepreneurs of Canada

wec@wec.ca

www.wec.ca

Women in Film & Television-Toronto

wift@wift.com

www.wift.com

Women in Leadership Network

info@womeninleadership.ca

www.womeninleadership.ca

Women Presidents' Organization

B.C.: barbara.mowat@impactcommunicationsltd.com

impactcommunicationsltd.com

Ontario: mf.kennedy@rogers.com

Quebec: sboland@videotron.ca

www.womenpresidentsorg.com

Women's Business Network of Ottawa

info@womensbusinessnetwork.ca

www.womensbusinessnetwork.ca

Nominate exceptional women!

- ▶ The Organization of Women in International Trade-Toronto's 2008 **JoAnna Townsend Awards** recognize outstanding women's trade advocates and women exporters in Ontario. Nomination deadline: July 31, 2008. Winners announced at a gala on September 17, 2008 in Toronto.

Contact: barbarv@owit-toronto.ca

- ▶ The **7th Annual Sara Kirke Award** for Canada's Leading Woman High-Tech Entrepreneur, part of the Canadian Advanced Technology Alliance's Women in Technology (CATA WIT) Forum, is presented to a member who has shown outstanding technological innovation and corporate leadership. Nomination deadline: May 1, 2008. Winner announced at CATA's Innovation Awards Gala on June 10 in Ottawa.

Contact: cmalette@cata.ca or visit www.catawit.ca



www.businesswomenintrade.gc.ca

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