

2012

business WOMEN IN INTERNATIONAL TRADE



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As Minister of International Trade, it gives me great pleasure to address readers of the 2012 edition of *Business Women in International Trade*. The focus of this issue is the emerging economies of Brazil, Russia, India and China—the BRIC economies.

My top priority is to pursue our government's low-tax, pro-trade plan for jobs and economic growth to benefit hard-working Canadians.

This includes helping to open new doors for Canadian businesses owned and operated by women, which are a driving force for Canadian jobs and prosperity.

Having led trade missions to China, India and Brazil, I have seen firsthand the tremendous opportunities that exist for Canadian enterprises in these countries. Together, the BRIC economies account for more than 17 percent of the world's gross domestic product. They also have impressively high rates of economic growth and contain more than 40 percent of the world's population. Many successful women entrepreneurs are already embracing these opportunities. I encourage you to read their stories and to contact the Canadian Trade Commissioner Service to find out how you, too, can be part of this growth.

My message to you is a simple one: you can count on our government to continue deepening and broadening Canada's trade and investment ties with BRIC economies and to create the conditions for your success through international trade. This is a key part of the Government of Canada's ambitious plan to keep our highly trade-oriented economy strong and growing.

I look forward to meeting many of you during the year ahead and wish you continued success.



The Honourable Ed Fast

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

Doing business with BRIC countries

Are you looking for new markets to explore? Perhaps it's time to shift your strategy to the "big four": Brazil, Russia, India and China. Known collectively as the BRIC economies, these four countries offer promise for business women who understand the opportunities, study the markets and approach them with patience, commitment and a sound market-entry strategy.

Canadian women have built their reputations, forged relationships and successfully done business on the ground in BRIC markets for decades. Toronto's Designcorp, for example, has been developing retail and living spaces, shopping centres and entertainment complexes in Brazil for 25 years. Designcorp President Hilda Kopff says, "We went to Brazil when no one wanted to go there. Since then, 80 percent of our business has been international. Brazil has really been the highlight of my career." It's never too late to join the ranks of trailblazing entrepreneurs like Kopff. Economic growth in BRIC markets continues to drive demand for the wide variety of products and services that Canadian business women offer.

On everyone's radar is China. The world's second largest economy with average yearly GDP growth of 10 percent since 1980, China is a commercial powerhouse. It is Canada's second-largest trading partner after the United States. With 1.3 billion people in China in 2010, the country's middle class is expanding and so, too, is demand for a wide range of goods and services.

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Break into the BRICs

Brazil, Russia, India and China offer market diversification potential for international business women. Get a running start on these crucial markets with the 2012 edition of *Business Women in International Trade*. It's packed with market information, advice and the stories of women who've made it. Be inspired and start planning your strategy today!



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Before jumping headlong into China, however, it's important to fully appreciate the challenges. China is a vast and complex country. Understanding the business climate, building solid partnerships and navigating the financial and taxation aspects of doing business there takes time. Women with extensive experience in the market suggest looking at it with a long-term lens. "You need to persist," says Anne Waldes, CEO of Trade Link International, a freight forwarding and logistics company. "Be patient. Nothing moves quickly in China. You have to invest the time and the money to make it work."

The same is true for Russia. Long-term commitment is a must, according to Trade Commissioner David Mallette. "Companies need to make periodic trips, attend trade fairs and visit partners, clients and distributors on a frequent basis to build, maintain and strengthen relationships. It can take months, if not years, before any benefit is reaped." Still, its potential should not be overlooked. Today, Russia is one of the world's largest economies with a GDP of \$1.5 trillion in 2010. Canadian imports from Russia have increased by 355 percent from 2001 to 2010 (and 255.9 percent from 2001 to 2011)—and there's potential for much more growth.

In India, the key to success is flexibility. "You need to be innovative and adapt your product or service to their reality," says Janeen Stodulski, CEO of PowerWatch, a company that provides energy management systems to large Indian clients. "Too many people go there trying to tell potential customers how to do things. It doesn't work that way. First, you need to figure out if there is a desire for what you have to offer. Then, you need to make it cost effective for them."

Those who know India say that it's well worth the effort. With a population of 1.2 billion in 2010, India's infrastructure needs are set to propel increasing domestic demand for a wide range of resources, products and services in the years ahead. Indeed, India is becoming a key link in global value chains. Its prowess in information and communications technology and its commitment to innovation make it a key science and technology partner for Canada. Trade commissioners note that India's shift toward a knowledge-based economy



Negotiating in India

"Negotiations in India can be as long as they can be short and sweet. Your deal may require multiple visits to the country. Indians are acute and price-sensitive. They may want to see the product and will ask to use it for trial, at a factory or in-store. You will have to negotiate whether there is a fee involved, and if so, pre-payment is generally the easiest. Negotiations may not always lead to a deal in India, so keep your options open."

Marie-Michelle Poulin,
Trade Commissioner in Mumbai, India

and its status as a low-cost manufacturing locale make it a land of opportunity for Canadians.

So, too, is Brazil. The country had the largest GDP of all Latin American countries in 2010. Its economy is highly diversified and industrialized. The technology and service industries are growing rapidly. While there are countless commercial opportunities for Canadians, there are some key challenges, including foreign competition, import tariffs, complex tax and regulatory systems, excessive bureaucracy and a lack of transparency. Like all BRIC countries, your best approach is to plan, plan, plan—and seek the support of the TCS in Canada and your target market.

Bottom line? If you want to break into BRIC markets, get started! The rewards are plenty and the markets are waiting for you if you can invest your time and make a long-term commitment.



Best practices in Brazil

What works best in Brazil? Trade Commissioners Todd Barrett and Heather Bystryk offer the following advice:

- **Get a good team behind you, including a lawyer, tax specialist and accountant. The regulatory environment in Brazil is complex. Don't go it alone.**
- **Investigate the market and tailor your products and services to local needs and tastes. Your Canadian business model won't necessarily work in Brazil.**
- **Understand the business hierarchy. Executives at a higher rank will only meet with you if you share the same rank.**
- **Learn Portuguese or hire an interpreter. Even if they hold a senior position, most Brazilians don't speak fluent English.**
- **Make cultivating relationships in Brazil a part of your daily routine. It's your best success strategy.**



The Canadian Trade Commissioner Service

Everywhere you do business

www.tradecommissioner.gc.ca



Canadian delegation at the 2011 WBENC National Conference in Las Vegas.

Meet Fortune 500 buyers in Orlando

Pack your bags and business cards! The Business Women in International Trade (BWIT) team is planning its 2012 trade mission to the annual Women's Business Enterprise National Council (WBENC) National Conference and Business Fair in Orlando, Florida—and you're invited to participate.

The WBENC conference and fair is the world's largest business fair in the U.S. for women-owned enterprises, offering business women access to contract opportunities with Fortune 500 companies and governments through their supplier diversity programs.

This year's mission runs June 18–22 and starts with a full-day delegation briefing. The WBENC conference and fair highlights include training and workshops, learning about selling to Fortune 500 companies, connecting with buyers and potential partners, and support from Canadian trade commissioners who have insight into opportunities in the market. The event is expected to attract 3,200 participants and more than 300 exhibitors.

"WBENC is unlike any other trade show," says Trade Commissioner Josie Mousseau. "Instead of standing in a booth promoting their products or services, participants visit booths hosted by supplier diversity procurement officers from companies such as Target, Coca-Cola, IBM, Cisco and Walmart. You need to arrive prepared. You're standing in front of a buyer who has two minutes to listen to you. It's critical to have your pitch down pat before you go."

Why should you attend? Consider this: Quebec designer Johanne Boivin joined 78 Canadian delegates participating in last year's mission to find out about supplier diversity opportunities and to promote her handbags and accessories. She secured one-on-one meetings with buyers from Macy's and J.C. Penney, then returned home and applied for certification as a woman-owned business with WEConnect Canada so she can take advantage of supplier diversity contracts with these companies and others. She is now certified and is working with the Trade Commissioner Service (TCS) to expand her business in the U.S.

Armed with her certification, Alberta-based Lollipop Beauty Bar and Happy Hippo Bath Co. President Jodee Prouse participated in the 2011 trade mission and showcased her products to MGM Resorts buyers through meetings supported by the TCS. "The supplier diversity procurement officers from MGM loved the brand," says Prouse. "I went back and forth to Las Vegas three times in 90 days after that meeting. We signed deals with four of their properties. That would never have happened without the support of the TCS on the mission."

Sound intriguing? Contact the BWIT team to learn more about this year's mission. Information about the WBENC National Conference and Business Fair is available at www.wbenc.org/wbencconf.

Countdown to mission success

“List the top companies you would like to do business with at WBENC. Several weeks before the mission, go to their websites and register as a certified woman business owner. There, you'll find out what products and services many of them require, but don't stop there. Research the companies even further. Who are their top procurement people? Familiarize yourself with the company's culture, its latest news, its needs and wants. Gather all the research you can. You'll be much better prepared to speak directly with the corporation—and make a lasting first impression!”

Barbara Mowat, President
Impact Communications | Abbotsford, BC

Helping women drive our economy

The Business Women in International Trade program recognizes the significant value that Canadian women-owned enterprises bring to our economy. Managed by Foreign Affairs and International Trade Canada (DFAIT), BWIT offers targeted information and services to support Canadian women's global business efforts, including:

- Access to information about support networks, government resources, business women's associations, financing, trade missions and events, webinars, training and international business resources
- Connections to help women make the most of global supplier diversity opportunities open to certified women-owned enterprises
- Partnership opportunities with other business women and key organizations through trade missions and networking events

"DFAIT's program provides guidance and one-stop access to crucial information to help business women build on their momentum on a global scale," says Trade Commissioner Josie Mousseau.

That momentum is impressive. Firms run by Canadian women are creating jobs at four times the national average rate. Women are starting companies at double the national average rate. Majority women-owned, small and medium-sized enterprises accounted for more than \$117 billion of economic activity in Canada in 2007—and represent "an untapped source of economic opportunity," according to the Canadian Task Force for Women's Business Growth.

"International business is central to our economic success," says Mousseau. "Women have a major contribution to make—and the Trade Commissioner Service is there to support them and reduce the risk of expanding globally."



Words of wisdom

“The TCS is highly influential in global markets. They have an extensive network of contacts that would take us months to develop on our own.”

Johanne Boivin,
President and Designer
Joanel Inc. | Laval, QC

Six BRIC success strategies

Are you developing your market-entry plan for Brazil, Russia, India or China? While each market has its own unique characteristics, your success in BRIC countries depends on six proven strategies gathered from trade commissioners and savvy business women.

- 1 Get to know the market:** Do your market research. Attend trade shows and other industry events to understand local needs and to make contacts. Learn about the culture first-hand and make sure it is the right fit for you. "You have to be willing to take that step and go to the market. No one will come to your door. Success is about making the trips and the right connections."
Hilda Kopff, President, Designcorp [Brazil]
- 2 Find the right partner:** It is important to have someone on the ground who knows the local market, customs and is well-connected. Take your time to select the right partner—and choose wisely. Be sure to agree to an exit clause in case your visions don't mesh. Your partner is the most important decision you'll make. "There is a great deal of foreign competition in these markets. You need a strong partner to navigate the challenges and to help you understand local sensitivities like price."
Olga Belkina, CEO, Knowledge Exchange International Centre [Russia]
- 3 Commit for the long term:** BRIC markets take time, money and energy to nurture. If you are serious about a country, make it an integral part of your commercial strategy. Expect to visit the market two to four times annually for three or more years to establish yourself. "Even with a local partner, you must visit the market and get to know your clients. Build a solid client base. It's very expensive to maintain only one client in a market."
Andrea Feunekes, co-Founder and co-CEO, Remsoft [Brazil]
- 4 Be flexible with your approach:** The market penetration tactics that worked well for you in the U.S. or China may not work in India or Russia. Consider reviewing your business approach to match the market's expectations and needs. If you're not successful on your first attempt, consider going back later. "BRIC markets change rapidly. While you may not be right for India now, your product or concept could be just what the country needs a year or two down the road."
Marie-Michelle Poulin, Trade Commissioner in Mumbai [India]
- 5 Build strong personal relationships:** In all BRIC markets, relationship building is critical. India, China and Brazil, in particular, place a high value on doing business with people they know and trust. Get to know your contacts and join them for dinner or activities outside the boardroom, no matter how jet-lagged you might feel. "Family and family values are important in China. Chinese associates like to establish a close-knit relationship. Share pictures of your kids and talk about them."
Anne Waldes, CEO, Trade Link International [China]
- 6 Work with the Trade Commissioner Service:** The TCS can help Canadian companies succeed globally and lower costs of doing business in BRIC countries. Whether you're looking to export, invest abroad or seek technology and research and development (R & D) partnerships, the TCS has on-the-ground teams to help you understand the risks and navigate the challenges. "Get in touch with our team. We have an extensive database of market contacts and the ability to open doors for you. We can give you information on projects and opportunities in business centres across the country."
Todd Barrett, Trade Commissioner [Sao Paulo, Brazil]

Words of wisdom

If you're going into a new market, leverage the TCS. They have excellent people on the ground and they care about your success.

Andrea Feunekes,
co-Founder and co-CEO
Remsoft | Fredericton, NB



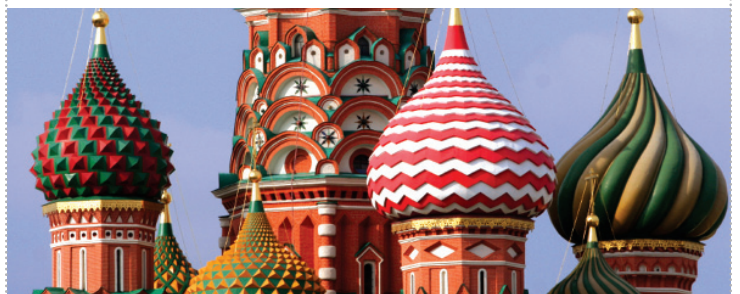
Upcoming trade missions and events

Don't miss the opportunity to participate in a mission or event that will benefit your bottom line. Subscribe to *CanadExport*. Every two weeks, you'll receive information about industry or market-specific trade shows and missions straight to your inbox, along with the latest international trade news. Find it at www.canadexport.gc.ca.

Business etiquette in Russia

Trade Commissioner David Mallette offers this business etiquette insight from Moscow:

- Hierarchy is highly valued.
- Hospitality, courtesy and gifts are appreciated.
- Work with an interpreter—business is conducted in Russian.
- Do your due diligence on the Russian government and parent corporations.
- Dress smartly. If you do not appear to be a decision-maker, people will quickly lose interest.
- Do not underestimate the importance of entertaining in the business world. A good meal will help cement relationships.



Finance and protect your global ventures

Do you need financing or insurance to support your international efforts? In addition to private banking and insurance, governments and other groups also offer excellent options. Visit www.canadabusiness.gc.ca to search for government grants, loans and financing programs—and investigate the following:

Business Development Bank of Canada

www.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.

Export Development Canada

www.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.

Foreign Affairs and International Trade Canada

www.tradecommissioner.gc.ca

DFAIT offers a range of specialized programs to support Canadian innovation, international business and investment, including Going Global Innovation, for R & D partnerships; Global Opportunities for Associations; Invest Canada-Community Initiatives, to support foreign direct investment; and International Science and Technology Partnerships Program.

Provincial government programs

www.businesswomenintrade.gc.ca

Across Canada, provincial governments offer a variety of financing programs to help businesses conduct R & D, encourage investment, 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 on our website for details.

Women's Enterprise Initiative

(see links on p. 8)

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

Market insight

“When you go to a new market, you have to understand the culture and the people. That's the only way to be successful. If the temperament doesn't suit you, don't stay. It has to be a fit. If you don't enjoy the people you work with, why do it? For me, Brazil was never about the money. It was always about the experience.”

Hilda Kopff, President
Designcorp | Toronto, ON



Navigating Chinese business culture

Serial entrepreneur Sherry Huang knows the Chinese market well. Born in Beijing, Huang now owns and operates three businesses on Prince Edward Island. She recently joined Prime Minister Stephen Harper's trade mission to China. Her advice to Canadian business women?

“The biggest challenge for most businesses entering the Chinese market is their lack of knowledge about the local business culture. Canadians often return from trade shows in China thinking they've generated a great deal of interest. However, saving face is important to the Chinese, so they will usually say they're interested even if they are not. Other times, they are genuinely interested, but the party in Canada does not respond quickly enough. If they send you a question and you don't respond for three days, they will look for another supplier.”

How do you navigate these challenges? “Get to know the culture well,” says Huang. “Interpreters can only interpret language for you—not cultural cues. Find yourself a good Chinese partner, engage a local marketing company to develop your business plan and work with the TCS in China.”

Save the date!

**JUNE 18-22,
2012**

Canadian Business Women's
delegation to WBENC
National Conference and
Business Fair » Orlando
www.wbenc.org/wbencconf

**OCTOBER 14-20,
2012**

Small Business Week,
Business Development
Bank of Canada
» Events across Canada
www.bdc.ca/sbw

**NOVEMBER 12-13,
2012**

WEConnect Canada Annual
Conference » Toronto
www.weconnectcanada.org

**MARCH 8,
2013**

International Women's Day

**MARCH 20-21,
2013**

WBENC Summit and Salute
» Baltimore
www.wbenc.org/Summit

Regional development agencies (p. 7) and women's business organizations (p. 8) also host a wide range of events. For events throughout the year, visit www.businesswomenintrade.gc.ca



Words of wisdom

“The TCS offers phenomenal support. My suggestion? Use their industry connections. Work with them to identify opportunities and contacts that will help give you a strong starting point.”

Sherry Huang, CEO
Study Abroad Canada
Charlottetown, PEI

Connecting women to supplier diversity opportunities

Have you made it your mission to sell your products or services to large multinationals or the U.S. government? If so, there is a world of potential sales open to you through supplier diversity programs. Most Fortune 500 firms (97 percent) devote a set portion of their buying power to diverse suppliers, including women, visible minorities, Aboriginal and disabled entrepreneurs. To access these opportunities, your company must be certified as a women's business enterprise (WBE).

WEConnect Canada delivers certification to Canadian WBEs that are at least 51 percent owned, managed and controlled by one or more women. This third-party verification process makes it easier to fill the growing government and corporate demand for goods and services from diverse suppliers. WEConnect Canada's global connections—through WEConnect International—also ensure that certified WBEs are included in corporate sourcing opportunities and events beyond Canada's borders.

The supplier diversity movement is growing. Today, women business owners in the U.S., the UK and India have similar certification programs. Australia, Europe and China are next. To understand the incredible potential that certification provides, consider the Walmart example: last fall, the company committed to doubling the amount of goods it will buy from women-owned businesses globally to US\$20 billion by 2016.

As for the range of opportunities? Take a look at WEConnect Canada's corporate membership—Accenture, Avis, Ernst & Young, Exxon, IBM, Pfizer, Staples, Telus and RBC, to name just a few. Beyond that, women

can also sell to other WBEs who must assure supplier diversity procurement officers that their entire supply chain is certified. There are added bonuses too: building a vast network of contacts, participating in training and mentoring programs, and connecting with other certified firms to enhance your bidding capacity on large contracts.

What are you waiting for? Find out more about certification at www.weconnectcanada.org and www.weconnectinternational.org.

Canadian delegates take part in APEC Summit

A public and private sector delegation of 24 Canadian women participated in the Asia-Pacific Economic Cooperation (APEC) Women and the Economy Summit hosted by U.S. Secretary of State Hillary Rodham Clinton in San Francisco September 13-16, 2011. The group included business women, as well as representatives from DFAIT and other government departments, academia and associations.

Led by the Honourable Rona Ambrose, Minister of Public Works and Government Services and Minister for Status of Women, the delegation heard from renowned White House, Wall Street and Fortune 500 speakers and took part in the dialogue on women's economic empowerment. “The Government of Canada is committed to working with business and industry stakeholders to offer key services that will help Canadian business women in international markets,” said Minister Ambrose.



Minister Ambrose and the Canadian delegation at the APEC Women and the Economy Summit 2011 in San Francisco.

Recognize a trailblazer

Alberta Women Entrepreneur Awards
www.awebusiness.ca

Business without Borders
HSBC International Business Awards
www.bwob.ca/awards

Canada Export Achievement Awards
www.exportawards.ca

Canadian Women in Communications Annual Awards
www.cwc-afc.com

Newfoundland & Labrador Organization of Women Entrepreneurs Awards
www.nlowe.org

Ontario Business Achievement Awards and Ontario Global Traders Awards
www.obaa.ca/nominate-now

Organization of Women in International Trade-Toronto Awards
www.owit-toronto.ca

Prix Femmes d'affaires du Québec (Quebec business women's awards)
www.rfaq.ca (in French only)

Profit W100 Canada's Top Female Entrepreneurs
www.profitguide.com/w100/50166

RBC Canadian Women Entrepreneur Awards
www.theawards.ca

Sara Kirke Award for Woman Entrepreneurship – Canadian Women in Technology, a division of CATAAlliance
www.catawit.ca

Stevie® Awards for Women in Business
www.stevieawards.com/women

The International Alliance for Women World of Difference 100 Awards
www.tiaw.org

Women's Business Network Awards
www.womensbusinessnetwork.ca

Women's Executive Network Top 100 Awards
www.top100women.ca

Go global with the Trade Commissioner Service

With an established presence in cities around the world, the Canadian Trade Commissioner Service (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 or visit www.tradecommissioner.gc.ca.

Virtual Trade Commissioner

The Virtual Trade Commissioner is your personal gateway to the TCS. Register today to make your company's information available to hundreds of trade commissioners worldwide. Get access to business leads in your industry, market reports and sector-specific news and events. Set up meetings with international trade specialists, request export financing and manage your risks. www.tradecommissioner.gc.ca

CanadExport

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

New Exporters to Border States (NEBS)

The NEBS program is a two-day seminar delivered by provincial governments, in partnership with DFAIT. It helps small and medium-sized businesses better understand U.S. regulations. www.tradecommissioner.gc.ca

Excel at exporting

When it comes to breaking into new markets, PowerWatch CEO Janeen Stodulski stands out as a textbook case of best practices in exporting. After rolling out her first home energy management products in 2008, the Oakville, Ontario based entrepreneur set her sights on the U.S. and Indian markets, securing sales with some of India's largest utilities companies.

What's her secret? Attention to detail. "For every single meeting with a new prospect, I do a ridiculous amount of research in advance. I know everything I need to know about them," says Stodulski. "When I meet with them, I ask a lot of questions. This helps me see where my fit is and offer them a solution that meets their needs." She says adapting your product or service to the local environment is crucial. She also insists your pricing must be palatable, so it's important to understand what the market can bear.

Stodulski recommends taking courses or doing research to understand the local culture. "Once you make contacts, visit regularly and maintain correspondence by email and phone," she suggests. "Even if you decide it's not for you, thank people for giving you their time." Stodulski always sends handwritten thank you cards to every person she meets on business trips, along with a follow-up email.

As for ensuring your success? Surround yourself with a strong local team in the market—a good accountant, a reputable lawyer and a solid partner. "Work with your government contacts, such as the Trade Commissioner Service," she suggests. "It's my job to maintain the relationships, but they are the ones who open the door and support you along the way."

Resources to assist you

www.businesswomenintrade.gc.ca

Subscribe to our database to receive future issues of this newsletter, information about upcoming trade missions and other trade-related news for women. E-mail bwit@international.gc.ca.



Access these government services

Regional development agencies

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) 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
- » **Federal Economic Development Agency for Southern Ontario** www.feddevontario.gc.ca
- » **FedNor (Ontario)** www.fednor.ic.gc.ca
- » **Western Economic Diversification Canada** www.wd.gc.ca

Canada Business

The Canada Business Network offers 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.gc.ca

Enterprising women

- Women account for about one third of all self-employed persons in Canada.
- Women own 47 percent of Canada's 1.6 million small and medium-sized enterprises.
- Between 1999 and 2009, the number of self-employed women increased by 13 percent, while the increase for men was 10 percent.
- Women could contribute an additional \$2 billion per year to Canada's economy with a 20 percent increase in total revenues among majority female-owned enterprises.

Source: Industry Canada

Women's business networks and associations

Across Canada, women are supporting each other in their efforts to start, run and grow their businesses. Whether you need advice, mentorship, financing, training or simply a group of like-minded business women—start here to find the best resources in your corner of the country.

Alberta Women Entrepreneurs
info@awebusiness.com
www.awebusiness.com

Association des femmes
d'affaires francophones
monique.charron.afaf@rogers.com
www.afafcanada.com (in French only)

Canadian Aboriginal and
Minority Supplier Council
info@camsc.ca
www.camsc.ca

Canadian Advanced Technology
Alliance's Women in Technology Forum
cmalette@cata.ca
www.catawit.ca

Canadian Association of
Women Executives and Entrepreneurs
contact@cawee.net
www.cawee.net

Canadian Women in Communications
cwcafc@cwcafc.com
www.cwc-afc.com

Centre for Women in Business (Halifax)
cwb@msvu.ca
www.centreforwomeninbusiness.ca

DigitalEve (New Media)
info@digitaleve.org
www.digitaleve.org

Forum for Women Entrepreneurs
jill@fwe.ca
fwe.ca

Newfoundland & Labrador
Organization of Women Entrepreneurs
info@nlowe.org
www.nlowe.org

Organization of Women in
International Trade (OWIT)

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

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

Rotman Initiative for Women in Business
University of Toronto
tannis.redekopp@rotman.utoronto.ca
women.rotman.utoronto.ca

Step Ahead
(one-on-one mentoring program)
info@stepaheadonline.com
www.stepaheadonline.com

WEConnect Canada
info@weconnectcanada.org
www.weconnectcanada.org

Wired Woman Society
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
info@cefq.ca
www.cefq.ca

Women Entrepreneurs of Saskatchewan
info@womenentrepreneurs.sk.ca
www.womenentrepreneurs.sk.ca

Women in Business New Brunswick
joann.dnistransky@cbdc.ca
www.wbnb-fanb.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-BC
inquiry@womensenterprise.ca
www.womensenterprise.ca

Women's Enterprise Centre of Manitoba
wecinfo@wecm.ca
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Women's Executive Network
founder@wxnetwork.com
www.wxnetwork.com

Stay connected—join our online community



The Business Women in International Trade team has launched a LinkedIn page to keep Canada's growing ranks of women entrepreneurs informed of opportunities, news and events that matter to them. It's the perfect place to connect with like-minded international business women, organizations, trade commissioners and other service providers. Topics include everything from certification to supplier diversity, market research, entry strategies, best practices, partnerships and much more. Join the dialogue on our LinkedIn page.

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