

# business WOMEN 2016

## in international trade

### THE WORLD AT YOUR DOORSTEP



**The Honourable  
Chrystia Freeland**

Minister of  
International Trade

We are thrilled to present this year's edition of the Business Women in International Trade Newsletter.

Canada is a trading nation. Doing business internationally doesn't just connect our country to the rest of the world—it is absolutely essential to our prosperity, to the growth of the Canadian economy, and to good-paying middle-class jobs.

There are tremendous opportunities at home and abroad for world-class Canadian companies—including those led by women. This year's theme sums it up well: you truly have "The World at Your Doorstep." That's why we are energetically working to open new markets for you, help you take advantage of export opportunities, and promote your products and services to a global audience.

In this newsletter, you will learn about the Business Women in International Trade program, including products, services and events designed specifically for you. We trust

that you will find this information helpful as you look to do business in the global marketplace.

We also encourage you to apply to CanExport. This new funding program, which we launched in January, helps small and medium-sized businesses break into new export markets.

We are confident that Canadian business women will continue to compete and succeed on a global scale—and play an integral role in Canada's inclusive and progressive trade agenda. No matter which sector you represent, we look forward to joining you on your journey.

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### GLOBAL OPPORTUNITIES AWAIT

When Vancouver entrepreneur Susanna Carson wanted to grow her sales in the U.S., she turned to Global Affairs Canada's Business Women in International Trade (BWIT) program for assistance. She says the experience was an eye-opener. The founder of BSI Biodegradable Solutions, a sustainable food and beverage packaging company, joined the BWIT trade mission to Minneapolis three years ago.

"The assistance BWIT provided on the ground was huge. They offered advice and intelligence gathering support. Working with them triggered a large number of 'I hadn't thought of that!' moments," explains Carson.

She returned to Canada to develop new products. They're hitting the market in 2016. She says seeing her global competition made her rethink how to take her business to the next level.

"A lightbulb went off. I said, 'Whoa. I need to create products that will leave my customers in awe.' We changed course and developed an entirely new product category."

Carson is one of the many successful examples coming out of the BWIT program. Together with the Trade Commissioner Service (TCS), BWIT helps women tap into international business opportunities. The TCS is a free Government of Canada service available in 161 cities abroad and in Canada. If you are just getting started, trade commissioners in offices across Canada can assess your market potential and help you prepare to export.

"We're the first line of contact," explains Patricia Langan-Torrell, Director and Senior Trade Commissioner in Ontario. "We'll help you evaluate whether you have the capacity and resources to export. We'll work with you to review your export plan and discuss your market entry strategy, regulatory and logistical issues, risk factors and financing."

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## GLOBAL OPPORTUNITIES AWAIT

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When your business is ready for international markets, the TCS in Canada will connect you with their colleagues abroad. Trade commissioners know their markets and the demand by industry. They help businesses identify qualified contacts, including agents, distributors, buyers and partners.

“We also support R&D and product development. If you have an idea and you need a partner to develop it, we can help you. We can help look for investors too,” says Sara Wilshaw, Canada’s Consul General in Dallas, Texas.

Once you’re ready, Wilshaw says it’s important not to cast your net too widely. “Some people get excited and want to go everywhere at once. If it’s a large market like India or the U.S., narrow your choices down to a few markets within that country.”

Wilshaw also recommends looking for synergies. “Try to identify markets that are most like your own or with similar industries. If you offer a financial services product that is selling well in Toronto, consider New York, London or Hong Kong.”

The rewards can be particularly high for firms that work with Canada’s trade commissioners. “We’ve used government programs to exceptional benefit,” explains Carson. “I wouldn’t be here today if I didn’t keep my mind open to the possibilities.”

“BWIT and the TCS assist Canadian women entrepreneurs in a wide range of sectors and at various growth stages,” says Adria May, BWIT Trade Commissioner. “Working with the BWIT team can open doors to new markets and diverse opportunities to support your international business expansion.”

To learn more about BWIT and the TCS, visit [businesswomenintrade.gc.ca](http://businesswomenintrade.gc.ca).

## SUCCESS STARTS HERE



**Christy Cook**, Owner  
Teach My

Toronto business woman Christy Cook knows the value of having a team by her side when it comes to selling her products to the world. After nine years in business, her Teach My learning kits are sold across the U.S. Her most recent venture? The U.K.

“I didn’t know anyone on the ground there, so I reached out to the Business Women in International Trade (BWIT) team for support and contacts,” says Cook. “They have opened my eyes to doing business in the market. They gave me information on the U.K. guidelines for selling baby and toddler products. Josie and her team have been incredibly helpful.”

Josie Mousseau is the Deputy Director of BWIT. “Our mission is to help Canadian business women succeed in global markets. We connect women to the information, services and contacts they need. We work with our Trade Commissioner Service colleagues to take business women on missions, identify qualified leads, prepare for new markets and provide guidance along the way.”

BWIT also works in close collaboration with business women’s associations across Canada, including the Women’s Enterprise Organizations of Canada (WEOC).

“We’re stronger together,” says Sandra Altner, Chair of WEOC and CEO of the Women’s Enterprise Centre of Manitoba. “Our centre helps business women develop their export plans, find the right market fit for their product or service, and make decisions on issues like pricing and packaging. BWIT complements us. They understand supplier diversity and can plug our clients into opportunities or introduce them to buyers. I can’t say enough about them.”

Are you ready to take the first steps to success? Contact the BWIT team by email at [bwit@international.gc.ca](mailto:bwit@international.gc.ca).

### KEEPING WOMEN ON THE FAST TRACK TO SUCCESS

Do you want to stay on top of the latest news affecting globally-minded Canadian business women? Join the conversations and access a network of expertise in our LinkedIn group at [linkd.in/bwit-faci](https://linkd.in/bwit-faci). Visit our website and sign up for our mailing list at [businesswomenintrade.gc.ca](http://businesswomenintrade.gc.ca). We’ll keep you updated with information about programs and services for women, trade missions, events, trade agreements and much more.



Canadian delegation at the Go for the Greens Business Development Conference for Women Entrepreneurs in Orlando (September 2015).



## HOW TO PLAY IN THE BIG LEAGUES

Are you looking to sell your products or services to large multinationals, such as UPS, Disney and Coca-Cola? You have options. The Business Women in International Trade (BWIT) team and the Trade Commissioner Service offer their expert insights:

### Tap into supplier diversity opportunities

“Research your target companies to find out whether they have a supplier diversity program. Many corporations in the U.S. have programs to purchase products and services from women-owned businesses. To qualify, your firm must be certified as 51% or more women-owned. We’ve seen many women achieve success by pursuing this route,” says Josie Mousseau, Deputy Director of BWIT.

### Start in Canada to sell abroad

“Ask your buyer contacts in Canadian subsidiaries to connect you with the company’s buyers in your target market,” says David Weiner, Canada’s Senior Trade Commissioner in Dallas, Texas. “When targeting emerging markets, position yourself first as a supplier to multinationals that have North American headquarters in the U.S. to get in the door.”

### Enhance your value through a partnership

“Form a joint venture with other small firms. Large multinationals want one-stop shops—not 50 different suppliers. If they can reduce costs, streamline the supply chain and get access to innovative solutions, they will do business with you,” says Weiner.

### Participate in missions and events

“The annual Women’s Business Enterprise National Council (WBENC) National Conference and Business Fair, along with the Go for the Greens Business Development Conference for Women Entrepreneurs, provide introductions to buyers with a strong foothold in global supply chains. They also come with the expert support of trade commissioners, including the BWIT team,” says Mousseau.

Explore the big leagues. Join our next business women’s trade mission. For information, [tradecommissioner.gc.ca/womenstrademissions](http://tradecommissioner.gc.ca/womenstrademissions).



## PITCH PERFECT

Still working on your pitch and trying to get it right? We turned to two experts for advice: a business woman who is a client of BWIT and a seasoned trade commissioner.

### Angela Civitella, Certified Business Coach, INTINDE

- Shortlist the companies you wish to approach. Know what needs you can fulfill.
- Study their corporate culture. Your message should demonstrate that you understand them.
- Know your presentation cold. Make sure it is seamless, and not rehearsed.

### Lisa Stockley, Consul and Trade Commissioner in Atlanta, Georgia

- Research the person you are going to meet. Study them on LinkedIn, Twitter and YouTube.
- Know how you stack up to the competition and highlight why your product or service is better.
- Practice. You can never pitch too many times. Record yourself speaking so you can improve your delivery.
- Make sure your numbers add up on your money slides. Show why your product or service is something they can’t live without.
- Be polished. Be confident. People remember pitches with personality.

Need advice on a pitch? Contact a trade commissioner at BWIT.



“As the Chief Trade Commissioner, I’ve had the pleasure to meet many business women during my international and domestic trips. From the U.S. to Israel, Scandinavia, Africa, Asia and many regions of Canada, I am always amazed by your dedication, enthusiasm, and devotion to growing the Canadian economy through trade and investment.

Canadian business women are making a strong impact in many sectors of our economy which translates to jobs and prosperity for all Canadians. Keep up the good work!”

**Susan Bincoletto**, Assistant Deputy Minister of International Business Development and Chief Trade Commissioner, Global Affairs Canada



## GET SOCIAL TO GO GLOBAL



**Christina Adams**, Co-owner  
Antenna Social Media & Design

Social media is a great way to make your presence known in international markets. You can also use it to gather business intelligence and to network with key industry players.

Newfoundland's Christina Adams, co-owner of Antenna Social Media & Design, and a client of the Business Women in International Trade (BWIT) program, offers

these tips for connecting with prospective customers, buyers and partners.

1. Prepare a social media strategy. Set clear goals and decide who you want to reach.
2. Determine what social media channels your audience is using in your target markets.
3. Stay active on different social media platforms so your company ranks highly with search engines.
4. Identify people who share your target audience and have substantial followings. Interact with them. Others will notice you and follow your brand.
5. Comment and participate in discussions to show that you are engaged and interested. This creates trust and adds value.
6. Be sure to use humour, create a sense of community, provide advice and show personality.
7. Use LinkedIn to identify business partners, connect with potential buyers or keep in touch with people you meet during your travels.
8. Use Twitter to engage in conversations about your industry, connect with journalists and find opinion leaders who might become ambassadors for your brand.
9. Use Facebook to showcase your brand and company culture. Content that connects on an emotional level is more likely to be shared than tips or advice.
10. Leverage Instagram. It's a visual powerhouse for selling products or experiences. Use hashtags to extend your audience.
11. Adapt the content for the local language and culture. Remember: Audiences engage differently with social media in other countries. Find the most effective tools and approaches.

To join the BWIT LinkedIn group, visit [linkd.in/bwit-faci](https://www.linkedin.com/groups?trk=bfm-b2b&gid=11071111).



Minister Freeland meets representatives in Toronto from BWIT, Women's Enterprise Organizations of Canada and WEConnect International in Canada (November 2015).

### “ Sound Advice: Choose wisely



“While we built our reputation on our cap lamp technology for miners, we've made a quantum shift by bringing innovative solutions to underground communications. Our smart lamps integrate tracking technology, which differentiates us from the competition. We have a great market share in Canada and the U.S., along with divisions in Australia and Chile.

Our success in international markets is closely tied to the quality of our partnerships. Our Peru distributor wants to offer 'best of breed' solutions to keep miners safe. Our Norwegian distributor, who services our network across Scandinavia, is second to none.

Recently, we've had requests from distributors who want to represent our products in Africa, Mongolia and other developing regions of the world. The Trade Commissioner Service has been an excellent source of market intelligence for these emerging markets.

Choose your partners carefully. Make sure they have a solid network and are willing to do the heavy lifting to get you into the market.”

**Heidi Levitt**, President and CEO  
Northern Light Technologies  
Toronto, ON

### DID YOU KNOW?

The Canadian Trade Commissioner Service operates in 161 cities abroad and in Canada, and served over 11,000 clients last year. The TCS offers four key services:

1. Preparing for international markets
2. Assessing market potential
3. Finding qualified contacts
4. Resolving business problems

The TCS provides access to market reports, accelerator programs and trade missions. To find out more, visit [tradecommissioner.gc.ca](https://www.tradecommissioner.gc.ca).



## CANADIAN TECHNOLOGY ACCELERATOR INITIATIVE BRINGS REWARDS



**Wendy MacKinnon Keith,**  
Founder  
DigitalRetailApps

Edmonton's Wendy MacKinnon Keith has her sights firmly set on building a billion-dollar global company. As the founder of DigitalRetailApps, her goal is to revolutionize the shopper experience through the company's patented mobile self-pay application. Shoppers pay for their purchases directly on smartphones, and retailers can verify the transactions in-store.

The technology has caught the attention of Visa's global headquarters, where it's currently being deployed. This is a huge leap for DigitalRetailApps, a small firm competing with thousands of payment technology companies.

"We decided early on to develop tier 1 relationships with firms like Visa that have a huge influence with our potential customers," explains MacKinnon Keith. "We are in discussions with large global retailers to pilot and deploy the technology."

As a participant in the Canadian Technology Accelerator (CTA) initiative in San Francisco, MacKinnon Keith has been well-positioned to build these relationships. An initiative of the Trade Commissioner Service, CTAs help high-growth earlier-stage Canadian companies enter international markets.

There are currently 11 CTAs in nine locations: Boston; Denver; New York City; Philadelphia; San Francisco; Silicon Valley; London, UK; Mumbai/New Delhi, India and France. Participating companies must be working in the life sciences, clean technologies, and information and communication technologies sectors.

"We give participants office space and services, we offer advice and we connect them with business leaders who act as mentors," says Dina Santos, Trade Commissioner in Palo Alto, California. "We introduce participants to venture capitalists and strategic partners that will help them accelerate their success in the market."

MacKinnon Keith says it's been a tremendous experience. "Having office space close to our potential channel partners and large retail companies has been critical to our development and growth."

"I highly recommend the Canadian Technology Accelerator initiative," she says. "Make sure you have the resources to spend significant time in the city. Success is about showing up, being there and fully participating."

For more information on the CTA initiative, visit [tradecommissioner.gc.ca/CTA](http://tradecommissioner.gc.ca/CTA).

### GET LISTED AND REACH 5 MILLION BUYERS, DISTRIBUTORS AND PARTNERS

Is your business listed in our searchable online directory of women-owned businesses? If not, now's the time to do it. The directory is a promotional tool that puts your company in front of 5 million international buyers, distributors and partners each year. Better yet, it's free! Make sure they find your business—and discover why they should be doing business with you.

Sign up today at [ic.gc.ca/bwit](http://ic.gc.ca/bwit).

### “ Sound advice: Access supplier diversity programs



"Cordé Électrique manufactures made-to-order electrical harnesses for the automotive, appliance and medical industries. I founded the business five years ago, and we are now expanding into the U.S.

In June 2015, I participated in the business women's trade mission, led by BWIT, to WBENC in Austin, Texas to evaluate supplier diversity opportunities for women-owned

businesses. During the mission, I met with Toyota, General Motors and Fiat Chrysler. They invited me to take part in their supplier diversity fairs, where I made excellent contacts.

Following my participation in the trade mission, the number of opportunities for my business skyrocketed. We're now clear on our strategy: our goal is to sell to tier 1 and 2 suppliers. To do this, we are working in collaboration with the Trade Commissioner Service in Detroit which is connecting us with tier 1 and 2 suppliers in our target market. Our experience so far has been very encouraging and the future looks promising."

**Lise Déziel,** Founder  
Cordé Électrique  
Valcourt, QC



## ARE YOU READY TO EXPORT?

Find out with the Business Women in International Trade Export Readiness Survey. It takes only 5-10 minutes to complete. This interactive tool will help you focus your business or export plan before you make the leap into global markets. Visit [tradecommissioner.gc.ca/bwitsurvey-exporting](http://tradecommissioner.gc.ca/bwitsurvey-exporting).

## NEW \$50M PROGRAM TO GROW CANADIAN EXPORTS

Women entrepreneurs take note: The Government of Canada has launched CanExport, a five-year, \$50 million program that provides financial support to small and medium-sized Canadian businesses looking to develop new export markets, especially high-growth emerging markets.

### Are you eligible?

Your company must meet some basic requirements, such as being a for-profit company with a minimum of one full-time employee and a maximum of 250. Your declared annual revenue must be between \$200,000 and \$50 million.

### What is the maximum amount available per firm?

Non-repayable contributions range from \$10,000 to \$99,999 per project.

### How can the funds be used?

Eligible activities include business travel to target markets, participation in trade shows and missions, adapting marketing tools for a new market, market research and more.

### When can you apply?

Applications are processed year-round and are being accepted on a first-come, first-served basis.

Full details are available at [international.gc.ca/canexport](http://international.gc.ca/canexport). Don't delay! Submit your application today.

## SAVE THE DATE!

June 7, 2016  
**Cross Border B2B Forum**  
Windsor, Ontario  
[camsc.ca](http://camsc.ca)

June 15-17, 2016  
**BWIT Trade Mission to Women in Business - North America Summit**  
Atlanta, Georgia  
[tradecommissioner.gc.ca/atlantaorlando2016](http://tradecommissioner.gc.ca/atlantaorlando2016)

June 20-23, 2016  
**BWIT Trade Mission to WBENC National Conference and Business Fair**  
Orlando, Florida  
[tradecommissioner.gc.ca/atlantaorlando2016](http://tradecommissioner.gc.ca/atlantaorlando2016)

September 22-24, 2016  
**BWIT Trade Mission to Go for the Greens Business Development Conference for Women Entrepreneurs**  
Orlando, Florida  
[goforthegreens.org](http://goforthegreens.org)

September 29, 2016  
**WBE Canada Conference**  
Toronto, Ontario  
[wbecanada.org](http://wbecanada.org)

November 7-8, 2016  
**Power the Economy WEConnect International in Canada National Conference**  
Toronto, Ontario  
[weconnectinternational.org](http://weconnectinternational.org)

March 8, 2017  
**International Women's Day**  
Up-to-date information and events at:  
[internationalwomensday.com](http://internationalwomensday.com)

May 10, 2017  
**Conference "Cap vers la réussite" Réseau des Femmes d'affaires du Québec**  
Montreal, Quebec  
[rfaq.ca](http://rfaq.ca)

## TEN STEPS TO INTERNATIONAL BUSINESS SUCCESS

When it comes to doing business abroad, Anouk Bergeron-Laliberté, Consul and Trade Program Manager in São Paulo, Brazil, says businesses need the following ingredients for sure-fire success:

1. Be clear and specific about your international business goals.
2. Identify your market and why it has potential for you.
3. Talk to the Trade Commissioner Service (TCS) in Canada to assess your readiness and refine your strategy.
4. Evaluate your finances to be sure you can support your global venture.
5. Assess your company's ability to commit over the medium and long term.
6. Connect with the TCS in your market for intelligence and qualified leads.
7. Make sure you understand the challenges and the risks.
8. Be patient when it comes to achieving your ROI in more difficult markets.
9. Seriously consider a local presence – partner, distributor, manufacturing base.
10. Find out whether women's business groups in your market offer support or incentives.

## Her Own Way

A WOMAN'S SAFE-TRAVEL GUIDE

[TRAVEL.GC.CA](http://TRAVEL.GC.CA)





# PROGRAMS TO SUPPORT YOUR GLOBAL JOURNEY

## EXPORT PLANNING

**Business Women in International Trade:** Targeted products and services to help women entrepreneurs expand their global footprint. [businesswomenintrade.gc.ca](http://businesswomenintrade.gc.ca)

**Canada Business Network:** Network of 400 business service centres across Canada to support entrepreneurs. [canadabusiness.ca](http://canadabusiness.ca) or 1-888-576-4444 (TTY 1-800-457-8466 hearing impaired)

**Canadian Trade Commissioner Service:** Expert advice to help you assess your export readiness, conduct market research and evaluate your international business plan. [tradecommissioner.gc.ca](http://tradecommissioner.gc.ca) or 1-888-306-9991

**Service Canada:** Contact 1-800-O-Canada to access information on the Government of Canada.

**Government of Canada:** Federal agencies offering business services by region.

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

**Canadian Intellectual Property Office:** Protect your business, product or invention with patents, copyrights, trademarks and industrial designs. [cipo.ic.gc.ca](http://cipo.ic.gc.ca)

## EXPORT FINANCING

**Atlantic Association of Community Business Development Corporations:** General business, innovation, social enterprise and youth loans. [cbdc.ca](http://cbdc.ca)

**Business Development Bank of Canada:** BDC Xpansion Loan to help realize projects that are key to your growth. [bdc.ca](http://bdc.ca)

**Business Women in International Trade:** Canada-wide information on government funding and financing programs. [businesswomenintrade.gc.ca](http://businesswomenintrade.gc.ca)

**Canada Business Network:** The 'Find Financing' tool allows you to search for financing by region and industry. [canadabusiness.ca](http://canadabusiness.ca)

**CanExport:** \$50M program for small and medium-sized Canadian businesses looking to develop new export markets, especially high-growth emerging markets. [international.gc.ca/canexport](http://international.gc.ca/canexport)

**Export Development Canada:** Financing and insurance solutions for exporters. [edc.ca](http://edc.ca)

**Export Market Access:** Global expansion program for Ontario businesses. [exportaccess.ca](http://exportaccess.ca)

**Industrial Research Assistance Program:** Funding services to support innovation and accelerate growth. [nrc-cnrc.gc.ca/irap-pari](http://nrc-cnrc.gc.ca/irap-pari)

**Women's Enterprise Initiative:** Loans for Western Canadian business women. [wd-deo.gc.ca](http://wd-deo.gc.ca)

## MARKET ENTRY

**Canadian Trade Commissioner Service:** On-the-ground intelligence and practical advice in 161 cities abroad and in Canada. [tradecommissioner.gc.ca](http://tradecommissioner.gc.ca) or 1-888-306-9991

**Canadian Technology Accelerators:** Support for Canadian high-growth, market-ready companies to access global markets and entrepreneurship services in the information and communication technologies, life sciences and clean technologies industries. [tradecommissioner.gc.ca/CTA](http://tradecommissioner.gc.ca/CTA)

**CanadExport:** Articles and the latest news on doing business internationally. [canadexport.gc.ca](http://canadexport.gc.ca)

### “ Sound Advice: Focus your efforts



“We’ve always stayed focused on evolving the business to meet our clients’ needs. Now that we are planning our expansion into the U.S., we’re working on making the right connections. I was hesitant about participating in the business women’s trade mission to WBENC in Austin, Texas in June 2015. It was out of my comfort zone. I joined and it was a great opportunity

to meet other companies. I had the support of government officials and I learned a great deal about supply chain opportunities for business women. The connections and networks I developed have been very beneficial.

If you’re hesitant about going on a trade mission, go! Do your research ahead of time, target the companies you want to pitch and be sure to follow up. People quickly forget you if you don’t follow up by email, or meet with them in person.”

**Lori Pecorilli**, President  
Latium Fleet Management  
Nisku, AB



# 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](http://awebusiness.com)

**Association des femmes  
d'affaires francophones**  
[afaf.ca](http://afaf.ca)

**Canadian Aboriginal and  
Minority Supplier Council**  
[camsc.ca](http://camsc.ca)

**Canadian Association of Women  
Executives and Entrepreneurs**  
[cawee.net](http://cawee.net)

**Canadian Gay & Lesbian Chamber  
of Commerce**  
[cglcc.ca](http://cglcc.ca)

**Canadian Women in Technology**  
[canwit.ca](http://canwit.ca)

**Catalyst**  
[catalyst.org](http://catalyst.org)

**Centre d'entrepreneuriat féminin  
du Québec**  
[cefq.ca](http://cefq.ca)

**Centre for Women in Business  
(Nova Scotia)**  
[centreforwomeninbusiness.ca](http://centreforwomeninbusiness.ca)

**Company of Women**  
[companyofwomen.ca](http://companyofwomen.ca)

**DigitalEve (New Media)**  
[digitaleve.org](http://digitaleve.org)

**Forum for Women Entrepreneurs**  
[fwe.ca](http://fwe.ca)

**Newfoundland & Labrador Organization  
of Women Entrepreneurs**  
[nlowe.org](http://nlowe.org)

**Organization of Women in  
International Trade (OWIT)**  
[owit.org](http://owit.org)

**OWIT-Ottawa** [owit-ottawa.ca](http://owit-ottawa.ca)  
**OWIT-Toronto** [owit-toronto.ca](http://owit-toronto.ca)

**PARO Centre for Women's Enterprise  
(Northern Ontario)**  
[paro.ca](http://paro.ca)

**Prince Edward Island Business  
Women's Association**  
[peibwa.org](http://peibwa.org)

**Professional Women's Network**  
[pwnCanada.ca](http://pwnCanada.ca)

**Réseau des Femmes d'affaires  
du Québec**  
[rfaq.ca](http://rfaq.ca)

**Réseau Femmessor**  
[femmessor.com](http://femmessor.com)

**Rotman Initiative for Women in  
Business - University of Toronto**  
[women.rotman.utoronto.ca](http://women.rotman.utoronto.ca)

**Society for Canadian Women  
in Science and Technology**  
[scwist.ca](http://scwist.ca)

**Startup Canada**  
[startupcan.ca](http://startupcan.ca)

**WBE Canada**  
[wbcanada.org](http://wbcanada.org)

**WBOM Women in Business  
(Manitoba)**  
[wbom.ca](http://wbom.ca)

**WEConnect International in Canada**  
[weconnectinternational.org/en/canada](http://weconnectinternational.org/en/canada)

**Women Advancing Microfinance Canada**  
[waminternational.org](http://waminternational.org)

**Women Entrepreneurs of Saskatchewan**  
[womenentrepreneurs.sk.ca](http://womenentrepreneurs.sk.ca)

**Women in Aerospace Canada**  
[womeninaerospace.org](http://womeninaerospace.org)

**Women in Business New Brunswick**  
[wbnb-fanb.ca](http://wbnb-fanb.ca)

**Women in Communications  
and Technology**  
[cwc-afc.com](http://cwc-afc.com)

**Women in Film & Television Toronto**  
[wift.com](http://wift.com)

**Women in Infrastructure**  
[womensinfrastructure.net](http://womensinfrastructure.net)

**Women in Leadership Foundation**  
[womeninleadership.ca](http://womeninleadership.ca)

**Women of Influence**  
[womenofinfluence.ca](http://womenofinfluence.ca)

**Women Presidents' Organization**  
[womenpresidentsorg.com](http://womenpresidentsorg.com)

**Women's Business Network  
(Ottawa)**  
[womensbusinessnetwork.ca](http://womensbusinessnetwork.ca)

**Women's Enterprise Centre  
(British Columbia)**  
[womensenterprise.ca](http://womensenterprise.ca)

**Women's Enterprise Centre  
(Manitoba)**  
[wecm.ca](http://wecm.ca)

**Women's Enterprise Organizations  
of Canada**  
[weoc.ca](http://weoc.ca)

**Women's Executive Network**  
[wxnetwork.com](http://wxnetwork.com)

**Young Women in Business**  
[ywib.ca](http://ywib.ca)

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Newsletter Editors:

**Josie L. Mousseau, Deputy Director**  
Business Women in International Trade  
[josie.mousseau@international.gc.ca](mailto:josie.mousseau@international.gc.ca)  
343-203-8342

**Adria May, Trade Commissioner**  
Business Women in International Trade  
[adria.may@international.gc.ca](mailto:adria.may@international.gc.ca)  
343-203-2763

## STAY CONNECTED WITH BWIT

BWIT's Information Coordinator, Miriam Lopez-Arbour, invites you to visit our website and sign up for email alerts at [businesswomenintrade.gc.ca](http://businesswomenintrade.gc.ca). You may also connect with the BWIT team at [linkd.in/bwit-faci](https://linkd.in/bwit-faci).

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