



The Road to Export Success: Partnering and Networking... Don't go it alone!

The prospect of expanding your market and going global can be exciting yet daunting! Many experienced exporters believe that an easier way to enter a new market is by using existing networks to develop winning partnerships. Whether this partnership means forming a strategic alliance with a Canadian company with complementary skills, or with a foreign firm, partnerships are worth considering.

This year's issue of the newsletter features a series of articles on partnering and networking to help your business reach the next level. Included are strategies for effective partnering, and advice from successful Canadian business women who have expanded to markets they never thought possible.

Benefits of partnering

- **A focus on core competencies** - partners can add value such as language skills, marketing strategies, and much more.
- **Access to markets** - partners can provide access to their local contacts and clients and help with local business practices.
- **Minimized risks** - join a consortium on a specific project, and learn from others on the team while playing a supporting role.

Ways of finding partners

- Contact Canada's trade commissioners located across Canada to help identify key partners.
- Work with an industry or business women's association, network, speak at an event, or participate in a trade mission.

Ensure that the partnership works

One key success factor is finding a way to test the relationship. Start with a small project and do not rush the process. In many cultures, it is important to develop the relationship first. Partnerships thrive if given the proper attention. They become counter-productive if neglected. Here's what to look for:

- Collaborative versus competitive environment;
- Similar philosophy of doing business;
- Thoroughness in getting to know your partner;
- Effective project management systems;
- Time and senior management commitment.

continued on page 2

Helping you seize the potential of world markets

WEConnect Canada Certification	p2
Business Women in International Trade Resources	p3
Insights from Successful Exporters	p4
Making the Most of Trade Missions	p6
Looking for Financing?	p6
Government Programs and Services	p7
Resources to Grow your Network	p8

I am pleased to introduce this year's edition of the newsletter, *Business Women in International Trade*. Once again, this annual publication attests to the achievements in the women's trade community, a formidable segment of Canada's economy.



There are hundreds of thousands of women-owned businesses in Canada, providing a large contribution to the Canadian economy. The Government's first priority remains focused on economic recovery to ensure jobs and growth are achieved. As such, there is enormous potential for women exporters to contribute to the goals within Canada's Economic Action Plan, the Government's strategy for a successful recovery from the recession.

Many successful women exporters in Canada have taken advantage of the Trade Commissioner Service -- the Government's network of international business professionals who provide expert advice and market intelligence, support networks, and resources geared to help entrepreneurs prepare and succeed in the competitive export marketplace.

In this year's issue, you will read the profiles of six women who have achieved international success. They have used unique market entry strategies as well as different Government of Canada programs and services. We urge you to emulate their success and draw on the expertise of our trade commissioners. We will be there for you everywhere you do business!

The Honourable Peter Van Loan
Minister of International Trade

Status of Women Canada continues to work in partnership with Foreign Affairs and International Trade Canada to support business women to achieve success in international markets. One focus of our Government is economic security, including market access.



It was a great privilege to announce our Government's support for *WEConnect Canada* in March 2009. I am impressed with the work they have done to strengthen business knowledge and assist women in accessing domestic and global markets. Since its launch, *WEConnect Canada* has certified 48 women-owned businesses, representing total annual revenues of over \$380 million.

Canadian business women are crucial to our country's growing, strengthening economy, and to our success in changing economic downturn to opportunity. I am very pleased to be working with my colleague Minister Van Loan in supporting projects that assist women in accessing global markets.

The Honourable Helena Guergis
Minister of State (Status of Women)

WEConnect Canada Certifies Women-owned Businesses



WEConnect Canada: A Path to New Business Opportunities

In the 2009 issue of the Business Women in International Trade Newsletter, we showcased the launch of WEConnect Canada. This Canadian non-profit organization opens doors to new supply chains through the certification of companies that are at least 51% owned, managed and controlled by women.

WEConnect Canada delivers education, training, coaching, and mentoring programs to help business women acquire the skills necessary to bid successfully on contracts. WEConnect Canada actively works with qualified women-owned businesses and puts them in contact with corporations as well as the many WEConnect affiliate organizations in the United States, Europe, India, and China.

COULD YOU BENEFIT FROM BEING CERTIFIED?

For women business owners, there are numerous advantages, including:

- Accessing local and global supplier diversity procurement opportunities to accelerate business growth;
- Increasing your business knowledge by interacting with corporate buyers and other women business enterprises;
- Building credibility through certification;
- Tapping into the growing corporate and public sector demand for diversity in supply chains.

Along with these benefits, certification can open many more doors for women-owned businesses!

"We were one of the first companies to become certified because we believe there is tremendous potential, particularly in view of the United States set-aside programs. We plan to treat it like another market; treat it like its own network of contacts."

Michele Bailey, Blazing Design Inc., Oakville, ON

"WEConnect Canada-certified businesses have an open door to a potentially lucrative market."

Laraine Kaminsky, Lead Strategist, WEConnect Canada

The Road to Export Success...

continued from page 1

Points to remember for export success:

A key partner: the Canadian Trade Commissioner Service. Trade commissioners have years of experience, know the market, and can bring together partners and networks that will contribute to your success.

Be strategic. Developing networks is a business decision to be treated seriously; however, take care not to drain other business development activities.

Choose carefully. Select the right networks that will lead you to the development of business opportunities.

Raise your profile. Participate actively in trade shows, use the media, join special interest committees, etc. Be systematic in maintaining contact and interest within your network. Key people need to see you in action.

Use the latest technologies. Explore Internet-based tools such as webinars, web-conferencing, Skype, LinkedIn, Twitter, Flickr and others. It is possible to be at the same table even when people are worlds apart.



Launch of WEConnect Canada in Toronto, April 2009.

WEConnect Canada 2009 Highlights

- Exceeded 2009 expectations with close to 50 certified women-owned businesses and 27 corporate members.
- Trade mission to the Women's Business Enterprise National Council (WBENC) National Conference in San Francisco California in June 2009 – 16 Canadian certified women business owners met with United States Fortune 500 buyers.
- Knowledge Transfer Event, Toronto, October 2009 - women-owned businesses from across Canada met corporations from Canada and the United States, including Accenture, Alcatel-Lucent, Avis Budget Group, BMO Financial Group, Cisco, Dell, Ernst and Young, IBM, KPMG, Manpower, Merck Frosst, Pfizer, Randstad, Royal Bank of Canada, Staples, TD Financial Group and Wal-Mart.
- The first WEConnect Canada award went to Marla Kott of Imprint Plus in Vancouver for signing a contract with a major buyer from the United States – a direct result of her certification.

2010 Plans and Coming Events

- Ongoing WEConnect Canada events across Canada including training and webinars.
- Trade mission to the Women's Business Enterprise National Council's (WBENC) 11th National Conference and Business Fair, Women in Business 2010: The Opportunity Connection; June 22-24; Baltimore, MD.
- WEConnect Canada Knowledge Transfer event – coming in fall 2010, location to be confirmed.

To get certified with WEConnect Canada, check out eligibility on the website at www.WEConnectCanada.org or email questions to info@WEConnectCanada.org.

The Government of Canada Provides Services to Help Guide You Along the Way!

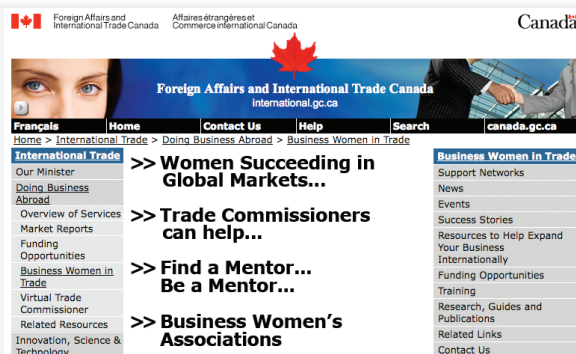
Business Women in International Trade Portfolio

Now is the time to position your business to take advantage of the economic recovery beyond Canadian borders. The potential demand for products, services, and technologies in emerging markets represents a great opportunity for Canadian companies. Foreign Affairs and International Trade Canada assists entrepreneurs to prepare for the global marketplace. Whether you are already doing business internationally or simply want to find out more about it and how to get started, you can tap into the free resources and expertise of our extensive network of trade commissioners both in Canada and in 150 posts abroad.

The Business Women in International Trade Portfolio offers a wealth of information specific to women exporters. We provide access to support networks as well as resources geared to help you prepare and succeed in the competitive export marketplace. It all comes down to having the right product or service and contacts. The Business Women in International Trade website (www.businesswomenintrade.gc.ca) is your point of entry to the various services and resources we offer. It provides links to information on the following subjects:

- **Mentoring Program:** Are you looking for some guidance to expand your business abroad? Do you have experience in global business that could benefit other women? We have just launched a new tool aimed at putting you in contact with women business owners who are looking to be, or looking for, a mentor. Visit the website mentioned above if you are interested, and while on the site read articles and learn strategies from experienced business women who have taken their products or services to new markets.
- **Trade Missions:** Have you ever considered participating in a trade mission? Are they part of your business strategy? When you participate in a trade mission, you will receive market assistance from trade commissioners at Canada's foreign posts, and make great contacts as well.
- **Access to Resources:** You can improve your competitiveness in international markets by tapping into the wealth of global business experience and advice at your fingertips. Whether you are entering the export market or looking to increase your market share, we have information on training programs, numerous funding opportunities, webinars and export advice.

There are huge opportunities for women to grow and expand their businesses internationally and we are here to help!



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.

Did You Know...

- In Canada, 4 out of 5 businesses are started by women
- Over 80% of Canadian SMEs owned by women are in service industries, compared with 59% owned by men
- Primary export markets for women exporters - U.S. 74%, Asia 60%, Europe 58%
- 30% of women exporters began to export at business start-up and 55% made their first foreign sale within two years of launching the business



*The Canadian Trade Commissioner Service
Everywhere you do business*

www.tradecommissioner.gc.ca

Tips for Connecting with Associations

- ✓ Join the associations that are most relevant to helping you reach your goals
- ✓ Be an active member – attend events, join committees, share your knowledge
- ✓ Look for ways to contribute to your association's growth – be a speaker, a sponsor, a mentor – remember...what goes around, comes around

"If you lag in an area such as marketing, join networks that can help you."

Lakshmi Raj, Replicon Inc.,
Calgary, AB

"We have nothing to stop us but our imaginations."

Tarana Nina Gupta, Greenlite Lighting Corp.,
Pointe-Claire, QC

Spotlight on Women who Partnered for Export Success

From the ocean floor to key global markets.....

Moya Cahill, President, PanGeo Subsea, St. John's, Newfoundland and Labrador
www.pangeosubsea.com – 709-739-8032

Moya Cahill is President of PanGeo Subsea, a technology development and service company specializing in 3D and 4D subsea acoustic imaging, delivering solutions that mitigate risk and create value for oil and gas, offshore renewable energy and other industries. Her experience in the oil and gas sector in Norway, the Middle East, the United States, South America and the United Kingdom, has contributed to the global perspective that Moya has today. PanGeo Subsea has actively worked with the Trade Commissioner Service by exhibiting in Canadian pavilions at trade shows; attending Canadian networking events; and delivering seminars in foreign markets to build the company's profile.

"A close relationship has developed between PanGeo Subsea and trade commissioners in several posts. They have been a useful vehicle in assisting us to traverse the wide-reaching oil and gas and ocean technology sectors, including a recent introduction to the Russian market where we are now bidding on projects."

For Moya, fostering partnerships and developing a network in the industry has always been the foundation of building success. *"An example was the key meeting I had with the person who would later co-found PanGeo Subsea with me. This type of networking and connectivity can yield success."*



"You need to have the drive to succeed in foreign markets."

Moya Cahill



The trade mission that changed her life!

Kathleen Holland, President, KMH International, Toronto, Ontario
katholland@rogers.com – 416-537-0067

After 15 years in the corporate world, Kathleen decided to create a business that would allow her to pursue her two passions – design and Africa. Through research and a lot of networking, one step just led to the next. She started by signing up for a course with the Forum for International Trade Training, where she heard about an upcoming Canadian trade mission to Africa organized by the Trade Commissioner Service. *"This was a pivotal point for me. The contacts and information I gathered on this mission paved the way for me to develop my international business plan."* Following the trade mission, she was introduced to the Canadian and African Business Women's Alliance, where she joined a new network and found a mentor that would open many more doors for her. Networking, volunteering with associations, finding a mentor and leveraging Government of Canada contacts and resources proved to be the right combination for Kathleen.

Kathleen now exports her strategic planning and branding expertise to small businesses in Africa through projects funded by international development agencies. She helps these small businesses transform their African art into high-end home design and decor products which are marketed internationally.

Following my dream...
"Leaving the corporate world was scary...I thought, "What am I doing?" Driven by inner faith, I took the big step and have now done international business in over 10 African countries."

Kathleen Holland

A blessing in disguise...

Brenda vanDuinkerken, President, Duinkerken Foods, Inc., Charlottetown, Prince Edward Island
www.duinkerkenfoods.com – 902-569-3604

After 15 years operating a company that exported seafood, Brenda was diagnosed with Celiac Disease and gluten intolerance. This life-changing diagnosis led her to launch Duinkerken Foods, Inc. in 2005 to fill a void in the market for delicious, gluten-free products.

Brenda's participation in the trade mission to San Francisco in June 2009, along with the help and support she received from the Trade Commissioner Service, have enabled her to continue her export success and further expand into the U.S. market. Brenda also credits some of her success to the *WEConnect Canada* certification.

"The certification has helped me obtain new contracts, connect with top procurement officers and is allowing me to take my passion of making high-quality, gluten-free food products to unimaginable levels."

Brenda hopes to raise awareness about Celiac Disease, while at the same time, take her export ventures to new heights and allow everyone living with this disease to feel great while still eating the foods they love.



"The certification helped me obtain new contracts".

Brenda vanDuinkerken



"Networking today is an investment for the future."

Ann Marie Colizza

Using technology to attract new global partners.....

Ann Marie Colizza, President, DeltaCrypt Technologies Inc., Piedmont, Quebec
www.deltacrypt.com — 888-500-3563

Ann Marie heads DeltaCrypt Technologies Inc., a leader in encryption software technologies. DeltaCrypt offers comprehensive solutions to clients around the world, in cooperation with a network of software business partners. Managing partner relationships is key to DeltaCrypt's business model. The firm uses its website not only to attract new partners, but also to manage the entire supply chain process. It also uses technology to demonstrate, install and train on new applications, and exchange information and resolve issues more efficiently. Using technology in this way ensures effective communication with its partners, while delivering the highest degree of quality to the end client.

"We must take advantage of every networking opportunity that we have. Networks are beneficial not only in business but also with interpersonal relations. We rarely know in advance when our contacts will be beneficial to us."

"Trade commissioners are the eyes of exporters abroad. Not only can they put you in contact with potential partners or clients, they are also an invaluable source of advice on local knowledge."

Follow the wise wizards along the yellow brick road...

Marla Kott, CEO, Imprint Plus, Richmond, British Columbia
www.imprintplus.com — 800-563-2464

Imprint Plus is an innovator of reusable identification badges, specializing in patentable designs that meet the needs of the eco-friendly purchaser. With annual growth of over 30%, Imprint Plus is truly a global enterprise, servicing over 16,000 customers with 26,000 locations in 66 countries. Unquestionably, Imprint Plus is a leader in its high-growth niche market. Trade shows and the company's sales team are thriving forces in gaining and serving customers who offer those all-important third-party testimonials and refer new business opportunities to the company.

According to CEO Marla Kott, *"The WEConnect Canada certification is opening doors and creating new opportunities for Imprint Plus. Our Reusable Name Badge Kit is a fabulous product, but without the reception and interest from these new relationships our progress would be a great deal slower."*

"Our U.S. business had taken a downturn, but the trade mission to San Francisco in June 2009 opened my eyes to the endless opportunities available in the American market. Now that I am certified, I can access many more Fortune 500 companies, and have recently been able to secure a major contract with an American casino."



"As you walk the yellow brick road, it is certainly nice to have a few wise wizards to point you in the right direction!"

Marla Kott



"Often, my existing partners are a great resource and introduce me to new clients."

Carol Chapman

Networking in New Brunswick leads to world markets....

Carol Chapman, President, C2 Communications Inc., Moncton, New Brunswick
www.c2communications.ca — 506-388-1888

Carol Chapman operates a small international advertising and sales firm, C2 Communications Inc. and its subsidiary, C'volution. Networking and partnering are cornerstones of her company's success and growth. Carol has been a high-level networker for over 20 years. She is involved in her community and believes that it all starts there. Her skills at making contacts and connecting people have led to export success in such markets as the Middle East, the United States, Mexico and Japan.

Maintaining networks is even more important for firms like Carol's which are in the service sector; with word-of-mouth referrals as the top way that services are sold, they need as many people as possible talking about them.

Carol participated in business women's missions organized by the Atlantic Canada Opportunities Agency (ACOA) to further build partnerships.

"Enjoy working abroad and appreciate the different cultures, but be open... business is done differently."

Audrey Mascarenhas, Questor Technology Inc., Calgary, AB

Looking for Financing? *Business women often limit their growth potential by financing their business from their own investments or profits. There are other options available!*

Women entrepreneurs frequently report that getting financing is the most challenging aspect of starting or growing their business. In addition to exploring options with existing financial institutions, consider, among others, the following options:

Government Grants, Contributions, Subsidies and Loan Guarantees

Find out what government financing might be available for your business. Go to the Canada Business website and use the search tool or browse by type of financing. www.canadabusiness.ca

New Loan Program Can Boost Global Growth

The Business Development Bank of Canada's (BDC) new Market Xpansion Loan can assist Canadian small- and medium-sized enterprises in financing the expansion of their domestic or

international markets. The Market Xpansion loan application, for up to \$50,000, can help Canadian firms participate in trade shows and conduct business development overseas; develop export and/or e-commerce plans; produce and implement a marketing plan; and purchase additional inventory to expand and export to new markets. www.bdc.ca

Insurance Solutions for Exporters

Flexibility. Security. More working capital. These are some of the benefits of Export Development Canada's business insurance. By mitigating commercial risks, you can expand your sales capacity and motivate your bank to extend more working capital to your company, whether it is for one sale or project or multiple contracts. Ask about Accounts Receivable Insurance, Single Buyer Insurance, EXPORTProtect, Political Risk Insurance, and Performance Security Insurance. www.edc.ca

Connecting to Opportunities: Increase your Global Profile!

credentials... trade missions... partnering... certification... media... guarantees... awards...

- 1. Promote credentials.** Demonstrate that your firm employs competent, certified professionals.
- 2. Participate in trade events.** Trade missions, trade shows and networking events create new contacts and build your profile.
- 3. Partner with a well-known firm.** Instant credibility can be achieved by partnering with a large, well-known international firm.
- 4. Become certified.** Certification to a profession or quality standard may help your company to be taken seriously in a bidding process.
- 5. Use the media.** Write unsolicited articles that could be published in industry journals.
- 6. Offer free trials or guarantees.** This will help alleviate doubts foreign buyers may have.
- 7. Compete for an award.** Being nominated for, or winning, an award sends a positive message to potential clients.

"I was invited to participate in the San Francisco trade mission. The connections and appointments made by the Trade Commissioner there for the launch of our new product were invaluable."

Heather Angel, Trumps Fine Food, Vancouver, B.C.

"Contact trade commissioners in your region – they are a wonderful resource and can secure contacts and provide valuable information. Follow up the moment you can. Trade missions are a complete waste of time unless you cement the contacts you've made, even if it is just by sending a "Thank you for taking the time to see me" note."

Jayne Seagrave, Vancouver Tool Corporation, Vancouver, B.C.

Making the Most of Trade Missions

Trade missions are an excellent way to be introduced to new networks, contacts and market information. Here are some steps to success:

Before leaving

- Talk to the Trade Commissioner in the market and seek advice on how to best introduce your product or service, and for information on business culture.
- Identify potential agents or partners with complementary expertise to meet with.
- Arrange meetings with the media and consider issuing a press release.
- Review promotional materials for suitability to the market.
- Identify opportunities to deliver presentations or product demonstrations.

On the trade mission

- Review the local press to identify market opportunities, major projects, trends.
- Network with as many participants as possible...you never know where you might find your next connection!

After the mission

- Prepare correspondence and follow up with key contacts as soon as possible.
- Document and prioritize follow-up actions and file contacts for easy reference.

Upcoming Trade Mission

June 22-24, 2010 – WBENC Conference – Baltimore, MD
Visit www.businesswomenintrade.gc.ca for more info on trade events.



Need to Grow Internationally? Start Here!

The Government of Canada provides services to help guide you along the way!

The Canadian Trade Commissioner Service

The Trade Commissioner Service (TCS) in your region can direct you to the existing programs and services that relate to your particular exporting needs. Located in every province, the regional offices of the TCS provide a full range of international business development services and assistance to Canadian companies to prepare for global markets. From one-on-one export help to information on qualified

contacts, market potential, trade fairs, missions and events, the TCS is your first point of contact when you are looking to do business abroad, whether to export, invest abroad or seek technology and research and development partnerships. Call toll-free at 1-888-306-9991; visit www.tradecommissioner.gc.ca; or contact one of the 12 regional offices across Canada:

Calgary	403-292-4529	clgry@international.gc.ca	Regina	306-780-5264	rgina@international.gc.ca
Charlottetown	902-566-7382	chltn@international.gc.ca	Saskatoon	306-975-5315	ssktn@international.gc.ca
Edmonton	780-495-2944	edmtn@international.gc.ca	St. John's	709-772-5511	stjns@international.gc.ca
Halifax	902-426-7540	hlfax@international.gc.ca	Toronto	416-973-5053	trnto@international.gc.ca
Moncton	506-851-6452	mnctn@international.gc.ca	Vancouver	604-666-0434	vncvr@international.gc.ca
Montreal	514-283-6328	mnrtr@international.gc.ca	Winnipeg	204-983-4540	wnpg@international.gc.ca

The Virtual Trade Commissioner

Your personal gateway to the Trade Commissioner Service: register and make information about your company instantly available to trade commissioners worldwide. Get market reports and sector-specific news, access business leads, set up meetings with international trade specialists, request export financing, and help manage your risks. Register at www.tradecommissioner.gc.ca

CanadExport

As the official e-magazine and podcast of the TCS, CanadExport features news and advice on export and investment opportunities around the world. Go to www.canadexport.gc.ca and look for CanadExport's *Ask the TCS* column where entrepreneurs can have their business-related questions answered by a trade commissioner.

Canada Business – Services for Entrepreneurs

A single point of access for federal, provincial and territorial government information and services, which includes a section tailored to women. www.canadabusiness.ca

Business Development Bank of Canada

The Business Development Bank of Canada provides entrepreneurs with highly tailored financing, venture capital and consulting services. BDC supports businesses at every stage of growth. See page 6 and visit www.bdc.ca for more information.



Export Development Canada

Provides financing, insurance and bonding solutions to Canadian companies that export goods and services, or invest in other countries. See page 6 and visit www.edc.ca



New Exporters to Border States (NEBS) Program

The NEBS Program is a two-day hands-on seminar delivered by provincial governments, in partnership with Foreign Affairs and International Trade Canada. The program helps SMEs seeking to expand and grow their sales into the United States to better understand U.S. regulations. Check with the Trade Commissioner in your region.

www.tradecommissioner.gc.ca

SAVE THE DATE!

March 30-31, 2010 – Canadian Aboriginal and Minority Supplier Council (CAMSC) Diversity Procurement Fair, Toronto

April 21-23, 2010 – Innovative Approaches to Success, Fairmont Hotel MacDonald, Edmonton, AB

June 2-3, 2010 – Forum for International Trade Training (FITT) 13th Annual Conference, Ottawa

October 17-23, 2010 – Small Business Week

March 8, 2011 – International Women's Day

Regional Development Agencies and Business Women in Trade

The Federal government's regional development agencies provide programs aimed at improving the economy of Canadian communities. Some of the programs provided by these agencies are designed to support business women.

Atlantic Canada Opportunities Agency

Women in Business Initiative

www.acoa-apeco.gc.ca

Canada Economic Development for Quebec Regions

www.dec-ced.gc.ca

FedNor

www.fednor.ic.gc.ca

Northern Economic Development Agency (Can-Nor)

www.north.gc.ca

Federal Economic Development Agency for Southern Ontario

www.southernontario.gc.ca

Western Economic Diversification Canada

www.wd.gc.ca

Women's Enterprise Initiative:

• Women's Enterprise Centre of B.C.

www.womensenterprise.ca

• Alberta Women Entrepreneurs

www.awebusiness.com

• Women Entrepreneurs of Saskatchewan Inc.

www.womenentrepreneurs.sk.ca

• Women's Enterprise Centre of Manitoba

www.wecm.ca

Women's Networks and Associations - Learn...Share...Grow!

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

Association des femmes d'affaires francophones
monique.charron.afaf@rogers.com
www.afafcanada.com

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

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

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

New Brunswick Association of Community Business Development (Women in Business New Brunswick)
line.doiron@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
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

Prince Edward Island Business Women's Association
office@peibwa.org
www.peibwa.org

Quebec Women's Business Network (Réseau des femmes d'affaires du Québec)
info@rfaq.ca
www.rfaq.ca

Step Ahead One-on-One Mentoring Program
info@stepaheadonline.com
www.stepaheadonline.com

Wired Woman Society (Networking, Education and Mentorship)
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 Canada
wec@wec.ca
www.wec.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
B.C.: Barbara.Mowat@ImpactCommunicationsLtd.com
Ontario: pgrall@cogeco.ca
Quebec: sboland@videotron.ca
www.womenpresidentsorg.com

Women's Business Network of Ottawa
info@womensbusinessnetwork.ca
www.womensbusinessnetwork.ca

Women's Executive Network
www.wxnetwork.com

Trade Treasures

www.journeywoman.com -

- Advice from savvy women travellers.

www.voyage.gc.ca/publications -

- Her Own Way: A Woman's Guide to Safe and Professional Travel
- Bon Voyage, But... Essential Information for Canadian Travellers

Know an Extraordinary Woman?

NOMINATIONS OPEN!

JoAnna Townsend Award, The Organization of Women in International Trade-Toronto. **www.owit-toronto.ca**

Annual Sara Kirke Award, Canadian Advanced Technology Alliance's Women in Technology Forum. **www.catawit.ca**

RBC Canadian Woman Entrepreneur Awards **www.theawards.ca**

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

Canada Export Achievement Awards **www.exportawards.ca**

Ontario Global Traders Awards **www.occ.on.ca**

Canadian Women in Communications Annual Awards Gala **www.cw-c-afc.com**

Women's Executive Network, Canada's Most Powerful Women: Top 100 Awards **www.wxnetwork.com**

Calling all Ottawa-based business women in international trade!

Following the lead of the very successful chapters of OWIT Toronto and OWIT Calgary, we are pleased to announce the upcoming launch of an Ottawa chapter.

For more info: info@owit-ottawa.ca



Business Women in International Trade

This newsletter is published annually by Foreign Affairs and International Trade Canada. **www.businesswomenintrade.gc.ca**

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Catalogue Number: FR5-22/2010 — ISBN: 978-1-100-51115-3