

## SERVICES TO SUPPORT ENTREPRENEURS AND EXPORTERS

**Canadian Trade Commissioner Service** | On-the-ground intelligence and practical advice in Canada and 175+ cities worldwide [tradecommissioner.gc.ca](http://tradecommissioner.gc.ca) or 1-888-306-9991

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

**Free database of women-owned businesses** | Promote your products and services to the world. Five million domestic and international buyers, distributors and partners access it each year [ic.gc.ca/bwit](http://ic.gc.ca/bwit)

**Government of Canada** | Federal agencies 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 (Ontario) [fednor.gc.ca](http://fednor.gc.ca)
- » Western Economic Diversification Canada [wd-deo.gc.ca](http://wd-deo.gc.ca)

## MARKET YOUR BUSINESS - FOR FREE - WORLDWIDE

Get instant access to a world of opportunities for Canadian business women. Register with our specialized directory of women-owned businesses – and put your company on the global radar.

“This directory is a great resource for women entrepreneurs. Take advantage of it. Each year, 5 million domestic and international buyers, distributors and partners search the database. Make sure they find you,” says Zoe Hawa, Trade Commissioner, BWIT.

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

**PLAN YOUR NEXT BUSINESS TRIP. VISIT [TRAVEL.GC.CA](http://TRAVEL.GC.CA)**

Consular Services

**Her Own Way**  
A WOMAN'S SAFE-TRAVEL GUIDE



## READY, SET, GO! YOUR EXPORTING CHECKLIST

- » Assess your export potential
- » Develop your export plan
- » Identify your target market(s)
- » Seek advice from the experts
- » Prepare your marketing strategy
- » Secure export financing
- » Find a partner (or decide if you need one)
- » Determine your market entry strategy
- » Get your export permits
- » Confirm your distribution channel(s)
- » Obtain legal advice on contracts
- » Purchase export and transportation insurance
- » Prepare your product/service for export

This checklist was adapted from the *Step-by-Step Guide to Exporting*, which is available online at [tradecommissioner.gc.ca](http://tradecommissioner.gc.ca)



BWIT led the panel session, From Domestic to International: Your Gateway to Success, at the Women Entrepreneurs Forum on March 24, 2015 in Ottawa. The event was hosted by the Honourable Dr. K. Kellie Leitch, Minister of Labour and Minister of Status of Women. Its goal? To connect women entrepreneurs to networks, information and resources to support their growth.

### “ Sound advice: Be strategic

“I’ve learned to be conscious of the markets we serve and to stay true to what we know works for our products. We don’t innovate for the short-term, flash-in-the-pan trends. Innovation in our environment is not about the big one-time idea that will change the world. It is about consistency of product innovation, like adding certified gluten-free desserts to our line, which was wholly driven by consumer demand.

My advice? Foster local PR and consumer demand, and research local delivery, distribution and retail objectives. Make your products available to the right people in the right place. In the world of desserts and chocolates, that means supermarket sampling programs, international pastry competitions and trade show awards. It means getting samples into the mouths of influential food critics and editors, bloggers and other social media influencers.”

**Daniele Bertrand**, Dufflet Pastries  
Toronto, ON