

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