

## POWER UP YOUR EXPORT PLANNING

Are you using every tool at your disposal to export successfully? Check out the services offered by the Trade Commissioner Service (TCS):

- **MY TCS:** Create a profile for your business and receive free, personalized content for your sector and market interests. Access more than 200 market reports, TCS publications and guides, business intelligence, upcoming trade events, webinars, podcasts and more. [bit.ly/my\\_tcs](http://bit.ly/my_tcs)
- **CanExport program:** CanExport offers financial assistance to Canadian small and medium-sized firms seeking to develop new export opportunities and markets. CanExport provides \$10,000–\$99,000 in matching funds to businesses. [bit.ly/tcs\\_canexport](http://bit.ly/tcs_canexport)
- **Canada Tariff Finder:** Use this tool to check the tariffs that apply to a specific good in a foreign market, and to compare tariff rates among export markets. [tariffinder.ca](http://tariffinder.ca)
- **Canadian Technology Accelerator:** The Canadian Technology Accelerator (CTA) initiative helps Canadian companies with an existing technology, product or service to explore opportunities in foreign markets. The program offers mentoring, work space, and introductions to potential partners, investors and customers. [bit.ly/cta-atc](http://bit.ly/cta-atc)
- **CanadExport:** The flagship magazine of the TCS, CanadExport delivers intelligent insight on export markets, as well as success stories, podcasts and videos, and information about upcoming trade shows and events. [canadexport.gc.ca](http://canadexport.gc.ca)



**Realize your full export potential.**  
Get your free copy of the Guide today.

[bit.ly/tcs\\_guide](http://bit.ly/tcs_guide)

Read our 2018 *Business Women in International Trade* Newsletter online—and share it with your network. Find it at [businesswomenintrade.gc.ca](http://businesswomenintrade.gc.ca).

## FINANCING FOR GLOBALLY-MINDED WOMEN

Are you ready to grow, but you need the support to get there? There are three excellent online resources to help you find the funds to take off:

- **Business Women in International Trade:** For information on funding in your province and across Canada, visit [bit.ly/2CeajlV](http://bit.ly/2CeajlV).
- **Trade Commissioner Service:** Whether you're looking to export, innovate or invest, discover funding programs to help take your business to the next level. [bit.ly/2eBma6R](http://bit.ly/2eBma6R)
- **Canada Business Network:** This Canada-wide site allows you to search for financing by region and industry. Use the "Find Programs" tool at [bit.ly/2EDBn5G](http://bit.ly/2EDBn5G).

"Finding financing is often one of the biggest needs business women have," explains Edith Morency, BWIT Trade Commissioner. "In addition to government financing and loan programs, these resources will connect you with private sector sources of financing and funding available through women's networks across Canada."

## ACCELERATE YOUR TECH SUCCESS

An initiative of the Trade Commissioner Service, the Canadian Technology Accelerator (CTA) helps innovative Canadian technology companies grow by immersing them in global market hubs. There are currently five CTA programs in the U.S. and one in London, U.K. CTAs offer intensive in-market and virtual programs ranging from 4–8 months, and provide workshops, events, mentorship and introductions to buyers, strategic partners and potential investors.



Sem Ponnambalam  
President, xahive

"I would not have been well prepared for my entry into the U.S. without the CTA's support," explains Sem Ponnambalam, BWIT client and President of the cybersecurity solutions firm, xahive. "I learned so much about marketing, sales and thought leadership. Trade Commissioner Vincent Finn introduced me to investors and venture capitalists. It was incredibly valuable—and it's a free service!"

Is there a direct link between participating in the CTA and securing financing? Finn thinks so. "Many investors and venture capitalists see the Government of Canada standing behind our companies, and that provides validation. Since the CTA's inception in 2013, it has served 467 companies that reported \$408 million in new capital raised and \$146 million in new revenue."

**Learn more:** [bit.ly/cta-atc](http://bit.ly/cta-atc)