

Sector Spotlight

Our sustainable technology strengths

Bio energy | Hydrogen and fuel cells | Energy storage | Renewable energy for remote communities | Water and wastewater | Waste energy | Wind energy | Air pollution

Canadian women greening the globe

The rising stars of the sustainable technology sector are small and medium-sized companies prepared to meet the global demand for clean, green products and services. Industry research firm, Analytica Advisors, reports that Canada's sector is poised for stellar growth—from \$11B in 2012 to \$28B in value in 2022 (2014 Canadian Clean Technology Industry Report).

For women leading the sector, planning for a bright future means positioning their firms as solution providers to multinationals. After all, the sector serves a broad range of industries: aerospace, automotive, utilities, real estate, oil and gas, mining, chemicals and food.

"There has never been a better time to take advantage of our strengths and the opportunities in the sector," explains Céline Bak, President and CEO of Analytica Advisors.

"The global market for green products and services will grow from \$1 trillion today to \$2.5 trillion by 2022. That's significant."

Bak is one of several private sector Global Practice Leads at DFATD. These experienced industry advisors mentor and guide the sector teams to provide insight into the industry and access to their network of international contacts.

"There's huge potential for Canadian firms worldwide. Emerging markets like the Caribbean and countries where Canada is pursuing closer commercial ties, such as Turkey and Thailand, should be on your radar," she says.

Taking advantage of the opportunities is best accomplished with the expert advice of the TCS. Distributors and agents can be excellent resources to grow your international markets, but Bak advises working with the TCS to vet your partners and to get advice. "There is no substitute



Céline Bak, Global Practice Lead,
Sustainable Technologies

for the expertise our trade commissioners bring. They can characterize a list of target customers, provide you with important competitive intelligence and connect you with buyers looking for your services or technology."

Make Business Women in International Trade part of your team

What would you do if you received a rush order request for a container full of Canadian wine? Hamilton-based Virginia Zhang knew she had to act fast, so she turned to the Business Women in International Trade team for help.

"I connected with Business Women in International Trade (BWIT) through the LinkedIn group," Zhang says. "They put me in touch with a trade commissioner who connected me with a winery that could supply the wines we needed. We negotiated the price and had the order shipped out within 15 days."

Zhang's company, Trade in Motion Corp., had previously tried to do business with the very same winery. "They never got back to me. This time, with the TCS behind me, the winery was fast to respond. It gave us credibility," she says. "That's what success in business is all about."

"BWIT's knowledge and connections have been important for the growth of my company—and my overall success."

Our services for Canadian business women

Are you leveraging the full power of Business Women in International Trade? Our team:

- » Plans and hosts women-focused trade missions
- » Supports and connects you to the TCS worldwide network of business contacts
- » Generates networking and partnership opportunities
- » Provides information about support networks, government resources, business women's associations, financing, events and training on our website and in our annual newsletter
- » Offers valuable business resources, including the BWIT LinkedIn group and the specialized online directory of women-owned businesses (story, p. 5)