

government can best support women-owned or -led businesses in entering the international business marketplace.

- Personal success stories told by Canadian women entrepreneurs and keynote addresses by influential Canadian and U.S. business people will reinforce the dynamic role women are playing in the new economy.
- Workshops will highlight opportunities in consumer products and services, professional services, environmental technologies, agri-food, seafood and government markets, where participants will learn about international market research, export strategy development, financing and export counselling services in Canada, marketing and business culture in the United States and partnering for market entry.

Several hundred meetings are being arranged between the Canadian businesswomen and U.S. companies.

The mission will be held at the Westin Hotel in Washington; registration is US\$300; airfare and hotel accommodations are the responsibility of each participant.

The presenting sponsor of the mission, the Royal Bank of Canada, is supporting the mission as a complement to the Bank's Small Business Initiatives program, which invests in and assists women entrepreneurs through training seminars offered in six locations across Canada, and through the creation of an Entrepreneurial Advisory Council to advise the Royal Bank on programs and direction in the women's market.

In announcing the trade mission in a speech on September 16 to the 1997 Meeting of the APEC Women Leaders' Network, Minister Marchi said: "We simply must do a better job of providing women entrepreneurs with the tools they need for export success. . . . it is my hope that this three-day mission will not only assist women in reaching their export objectives, but will also heighten awareness of their importance to the Canadian economy."

The mission is actively supported by the Canadian business community. The Royal Bank of Canada is the presenting sponsor, joined by the Business Development Bank of Canada; the Certified General Accountants' Association of Canada; Export Development Corporation; GM Canada; the law firm of Hodgson, Russ, Andrews Woods & Goodyear; IBM Canada Ltd.; Industry Canada; and the Department of Foreign Affairs and International Trade.