

Sector Spotlight

Our life sciences strengths

Pharmaceuticals | Medical devices | Health information technology | Natural health | Animal health

Breathing life into health sciences opportunities

As a Canadian business woman in the life sciences sector, your success depends on early inroads into international markets. It's a sector with huge potential. That's why DFATD has a dedicated team to support you—whether you are starting up or actively growing.

Globally, life sciences are heavily regulated. The sector team helps Canadian firms navigate market access issues and connect with buyers, investors and partners. "These clients are often small companies. The cost of developing a life sciences product is enormous because it can take 10 to 15 years to do so," explains Christian Carswell, Senior Business Advisor for Life Sciences at DFATD.

Markets with the most promising opportunities include the European Union, Japan, China, Australia and Brazil. South Korea is also an attractive destination because of its strong regulatory system, advanced technologies and economy. Israel offers excellent technology co-development partnerships and great potential due to an expanded Canada-Israel Free Trade Agreement.

Over the past year, a number of Canadian life sciences firms have signed licensing agreements or formed co-development partnerships in international markets—underlining the value that support from the TCS can provide. "We give our clients access to intelligence and set them up in meetings with buyers at large multinationals," says Carswell. "We help by opening doors."



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Meet our new Chief Trade Commissioner

Canada's new Chief Trade Commissioner brings a wealth of international and policy experience to her role. Among her many achievements, Susan Bincoletto has represented Canada at the World Trade Organization and Organisation for Economic Co-operation and Development negotiating tables. She has also led important economic policy initiatives, including reforming the Copyright Act and overseeing the first guidelines on State-Owned Enterprises under the Investment Canada Act.



Susan Bincoletto, Chief Trade Commissioner

"My mandate is to promote the interests of Canadian companies who want to explore new market opportunities in both mature and emerging markets. I am very proud of the fact that we focus on women in international trade. They deserve the attention," says Bincoletto. "Business women bring great commitment to everything they do."

Bincoletto hopes to make the most of international business women's expertise by establishing round tables where they can mentor others and share their market and industry insights.

“ Sound advice

"Success to us means looking for win-win relationships where both parties are willing to listen, to be open-minded and to grow. We look at every problem as an opportunity."

Nanon de Gaspé Beaubien-Mattrick,
President & Founder
Beehive Holdings, Vancouver