

CanadaExport

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Minister Marchi Leads Businesswomen's Trade Mission to Washington

Canadian women entrepreneurs and business leaders will take part in the first-ever Businesswomen's Team Canada Trade Mission, being led by International Trade Minister Sergio Marchi to Washington, D.C., November 11-14, 1997.

Presented by the Royal Bank of Canada, the mission is designed to encourage, educate and support Canadian women entrepreneurs in

exporting to international markets and, specifically, in exploring potential market opportunities and partnerships in the Mid-Atlantic States of Maryland,

Virginia, Eastern Pennsylvania, Delaware and District of Columbia.

Dynamic role in the economy

"Women entrepreneurs are currently underrepresented among the exporting community despite their presence and influence in the Canadian economy," says Minister Marchi. "This mission will help women entrepreneurs to reach their export objectives and heighten awareness of their importance to the Canadian economy."

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Networking and partnering opportunities

Studies report that almost one-third of all Canadian firms are owned or operated by women, and inject 1.7 million jobs into the country's economy. Furthermore, the 700,000 women-led firms are creating jobs at four times the average rate and are increasing in number at twice the national average.

The four-day mission will feature market information workshops on such topics as developing an export plan and strategy; export financing services; international market research and using technology for international success; marketing and business culture in the United States; and partnering as a market-entry strategy.

Each morning an opening breakfast will feature one Canadian and one American businesswoman sharing their experiences and successes in international markets. Networking sessions will provide an opportunity

to identify potential partners with American women business leaders and governmental representatives.

On the final day, "match-making sessions" — pre-arranged one-on-one meetings between mission participants and individual U.S. firms, consultants and associations — will be held to focus on specific business opportunities in the lucrative \$11.5 billion mid-Atlantic U.S. market.

Mentoring sessions will be a special feature of the mission, bringing new exporters into contact with successful businesswomen. In addition, Minister Marchi will lead a roundtable discussion on "breaking down the barriers," featuring group questions and recommendations by leading Canadian spokeswomen. Personal success stories told by Canadian women entrepreneurs and keynote addresses by influential business people will highlight the dynamic role women

are playing in the new economy.

Government encouragement

This mission is a major project undertaken by the Canadian Women's International Business Initiative (CWIBI), a business development program of the Canadian Embassy in Washington, D.C. The CWIBI is designed to assist export-ready Canadian women entrepreneurs in developing business opportunities for their products and services in the Mid-Atlantic States.

Through this mission, the Department of Foreign Affairs and International Trade will provide market intelligence, sector-specific studies, a multitude of resource material, and networking and match-making opportunities.

For more information, contact the Canadian Embassy in Washington, D.C., tel.: (202) 682-1740 ext.7305, fax: (202) 682-7619.