

GLOBAL OPPORTUNITIES AWAIT

[continued from page 1]

When your business is ready for international markets, the TCS in Canada will connect you with their colleagues abroad. Trade commissioners know their markets and the demand by industry. They help businesses identify qualified contacts, including agents, distributors, buyers and partners.

"We also support R&D and product development. If you have an idea and you need a partner to develop it, we can help you. We can help look for investors too," says Sara Wilshaw, Canada's Consul General in Dallas, Texas.

Once you're ready, Wilshaw says it's important not to cast your net too widely. "Some people get excited and want to go everywhere at once. If it's a large market like India or the U.S., narrow your choices down to a few markets within that country."

Wilshaw also recommends looking for synergies. "Try to identify markets that are most like your own or with similar industries. If you offer a financial services product that is selling well in Toronto, consider New York, London or Hong Kong."

The rewards can be particularly high for firms that work with Canada's trade commissioners. "We've used government programs to exceptional benefit," explains Carson. "I wouldn't be here today if I didn't keep my mind open to the possibilities."

"BWIT and the TCS assist Canadian women entrepreneurs in a wide range of sectors and at various growth stages," says Adria May, BWIT Trade Commissioner. "Working with the BWIT team can open doors to new markets and diverse opportunities to support your international business expansion."

To learn more about BWIT and the TCS, visit businesswomenintrade.gc.ca.



Canadian delegation at the Go for the Greens Business Development Conference for Women Entrepreneurs in Orlando (September 2015).

SUCCESS STARTS HERE



Christy Cook, Owner
Teach My

Toronto business woman Christy Cook knows the value of having a team by her side when it comes to selling her products to the world. After nine years in business, her Teach My learning kits are sold across the U.S. Her most recent venture? The U.K.

"I didn't know anyone on the ground there, so I reached out to the Business Women in International Trade (BWIT) team for support and contacts," says Cook. "They have opened my eyes to doing business in the market. They gave me information on the U.K. guidelines for selling baby and toddler products. Josie and her team have been incredibly helpful."

Josie Mousseau is the Deputy Director of BWIT. "Our mission is to help Canadian business women succeed in global markets. We connect women to the information, services and contacts they need. We work with our Trade Commissioner Service colleagues to take business women on missions, identify qualified leads, prepare for new markets and provide guidance along the way."

BWIT also works in close collaboration with business women's associations across Canada, including the Women's Enterprise Organizations of Canada (WEOC).

"We're stronger together," says Sandra Altner, Chair of WEOC and CEO of the Women's Enterprise Centre of Manitoba. "Our centre helps business women develop their export plans, find the right market fit for their product or service, and make decisions on issues like pricing and packaging. BWIT complements us. They understand supplier diversity and can plug our clients into opportunities or introduce them to buyers. I can't say enough about them."

Are you ready to take the first steps to success? Contact the BWIT team by email at bwit@international.gc.ca.

KEEPING WOMEN ON THE FAST TRACK TO SUCCESS

Do you want to stay on top of the latest news affecting globally-minded Canadian business women? Join the conversations and access a network of expertise in our LinkedIn group at linkd.in/bwit-faci. Visit our website and sign up for our mailing list at businesswomenintrade.gc.ca. We'll keep you updated with information about programs and services for women, trade missions, events, trade agreements and much more.