

just said, is export-ready. We actually already are exporting, 30 per cent of our revenue is exported into the U.S. We have a product that has been proven to be very marketable in the global marketplace, and we're ready to expand, and we want to expand in the U.S. We've just recently gone public, so we have the capitalization to aggressively market the U.S. and I came here to try to seek out some opportunities, use some of the resources the Canadian Embassy or the Canadian government have to help me find other opportunities and other clients.

MCMURDY: Are you expecting to actually sign contracts on this trip, or you really networking in principle?

DONOVAN: Totally networking. I'm not expecting to sign contracts now.

MCMURDY: As an entrepreneur and a woman in business, why do you think more women haven't participated in these big, flashy trade missions? I mean, it must help a lot in terms of credibility to have Jean Chrétien on the bus.

DONOVAN: Yeah, I guess the only reason would be maybe perhaps women are a little bit intimidated, they don't feel their companies are big enough to come to the trade mission. It's a little more comforting to women knowing that it's an all-women's trade mission, but again, the key for me was the word export and networking, not necessarily the fact that it was all women.

MCMURDY: Now Andrina, in addition to sort of the hard-core trade meetings that are going to take place, what else is on the agenda over the next