

Looking for Financing?

Business women often limit their growth potential by financing their business from their own investments or profits. There are other options available!

Women entrepreneurs frequently report that getting financing is the most challenging aspect of starting or growing their business. In addition to exploring options with existing financial institutions, consider, among others, the following options:

Government Grants, Contributions, Subsidies and Loan Guarantees

Find out what government financing might be available for your business. Go to the Canada Business website and use the search tool or browse by type of financing. www.canadabusiness.ca

New Loan Program Can Boost Global Growth

The Business Development Bank of Canada's (BDC) new Market Xpansion Loan can assist Canadian small- and medium-sized enterprises in financing the expansion of their domestic or

international markets. The Market Xpansion loan application, for up to \$50,000, can help Canadian firms participate in trade shows and conduct business development overseas; develop export and/or e-commerce plans; produce and implement a marketing plan; and purchase additional inventory to expand and export to new markets. www.bdc.ca

Insurance Solutions for Exporters

Flexibility. Security. More working capital. These are some of the benefits of Export Development Canada's business insurance. By mitigating commercial risks, you can expand your sales capacity and motivate your bank to extend more working capital to your company, whether it is for one sale or project or multiple contracts. Ask about Accounts Receivable Insurance, Single Buyer Insurance, EXPORTProtect, Political Risk Insurance, and Performance Security Insurance. www.edc.ca

Connecting to Opportunities: Increase your Global Profile!

credentials... trade missions... partnering... certification... media... guarantees... awards...

- 1. Promote credentials.** Demonstrate that your firm employs competent, certified professionals.
- 2. Participate in trade events.** Trade missions, trade shows and networking events create new contacts and build your profile.
- 3. Partner with a well-known firm.** Instant credibility can be achieved by partnering with a large, well-known international firm.
- 4. Become certified.** Certification to a profession or quality standard may help your company to be taken seriously in a bidding process.
- 5. Use the media.** Write unsolicited articles that could be published in industry journals.
- 6. Offer free trials or guarantees.** This will help alleviate doubts foreign buyers may have.
- 7. Compete for an award.** Being nominated for, or winning, an award sends a positive message to potential clients.

"I was invited to participate in the San Francisco trade mission. The connections and appointments made by the Trade Commissioner there for the launch of our new product were invaluable."

Heather Angel, Trumps Fine Food, Vancouver, B.C.

"Contact trade commissioners in your region – they are a wonderful resource and can secure contacts and provide valuable information. Follow up the moment you can. Trade missions are a complete waste of time unless you cement the contacts you've made, even if it is just by sending a "Thank you for taking the time to see me" note."

Jayne Seagrave, Vancouver Tool Corporation, Vancouver, B.C.

Making the Most of Trade Missions

Trade missions are an excellent way to be introduced to new networks, contacts and market information. Here are some steps to success:

Before leaving

- Talk to the Trade Commissioner in the market and seek advice on how to best introduce your product or service, and for information on business culture.
- Identify potential agents or partners with complementary expertise to meet with.
- Arrange meetings with the media and consider issuing a press release.
- Review promotional materials for suitability to the market.
- Identify opportunities to deliver presentations or product demonstrations.

On the trade mission

- Review the local press to identify market opportunities, major projects, trends.
- Network with as many participants as possible...you never know where you might find your next connection!

After the mission

- Prepare correspondence and follow up with key contacts as soon as possible.
- Document and prioritize follow-up actions and file contacts for easy reference.

Upcoming Trade Mission

June 22-24, 2010 – WBENC Conference – Baltimore, MD
Visit www.businesswomenintrade.gc.ca for more info on trade events.

