

Spotlight on Women who Partnered for Export Success

From the ocean floor to key global markets.....

Moya Cahill, President, PanGeo Subsea, St. John's, Newfoundland and Labrador
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Moya Cahill is President of PanGeo Subsea, a technology development and service company specializing in 3D and 4D subsea acoustic imaging, delivering solutions that mitigate risk and create value for oil and gas, offshore renewable energy and other industries. Her experience in the oil and gas sector in Norway, the Middle East, the United States, South America and the United Kingdom, has contributed to the global perspective that Moya has today. PanGeo Subsea has actively worked with the Trade Commissioner Service by exhibiting in Canadian pavilions at trade shows; attending Canadian networking events; and delivering seminars in foreign markets to build the company's profile.

"A close relationship has developed between PanGeo Subsea and trade commissioners in several posts. They have been a useful vehicle in assisting us to traverse the wide-reaching oil and gas and ocean technology sectors, including a recent introduction to the Russian market where we are now bidding on projects."

For Moya, fostering partnerships and developing a network in the industry has always been the foundation of building success. *"An example was the key meeting I had with the person who would later co-found PanGeo Subsea with me. This type of networking and connectivity can yield success."*



"You need to have the drive to succeed in foreign markets."

Moya Cahill



Following my dream...

"Leaving the corporate world was scary...I thought, 'What am I doing?' Driven by inner faith, I took the big step and have now done international business in over 10 African countries."

Kathleen Holland

The trade mission that changed her life!

Kathleen Holland, President, KMH International, Toronto, Ontario
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After 15 years in the corporate world, Kathleen decided to create a business that would allow her to pursue her two passions – design and Africa. Through research and a lot of networking, one step just led to the next. She started by signing up for a course with the Forum for International Trade Training, where she heard about an upcoming Canadian trade mission to Africa organized by the Trade Commissioner Service. *"This was a pivotal point for me. The contacts and information I gathered on this mission paved the way for me to develop my international business plan."* Following the trade mission, she was introduced to the Canadian and African Business Women's Alliance, where she joined a new network and found a mentor that would open many more doors for her. Networking, volunteering with associations, finding a mentor and leveraging Government of Canada contacts and resources proved to be the right combination for Kathleen.

Kathleen now exports her strategic planning and branding expertise to small businesses in Africa through projects funded by international development agencies. She helps these small businesses transform their African art into high-end home design and decor products which are marketed internationally.

A blessing in disguise...

Brenda vanDuinkerken, President, Duinkerken Foods, Inc., Charlottetown, Prince Edward Island
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After 15 years operating a company that exported seafood, Brenda was diagnosed with Celiac Disease and gluten intolerance. This life-changing diagnosis led her to launch Duinkerken Foods, Inc. in 2005 to fill a void in the market for delicious, gluten-free products.

Brenda's participation in the trade mission to San Francisco in June 2009, along with the help and support she received from the Trade Commissioner Service, have enabled her to continue her export success and further expand into the U.S. market. Brenda also credits some of her success to the *WEConnect Canada* certification.

"The certification has helped me obtain new contracts, connect with top procurement officers and is allowing me to take my passion of making high-quality, gluten-free food products to unimaginable levels."

Brenda hopes to raise awareness about Celiac Disease, while at the same time, take her export ventures to new heights and allow everyone living with this disease to feel great while still eating the foods they love.



"The certification helped me obtain new contracts"

Brenda vanDuinkerken