

Meet Five Non-Traditional Women

who are paving the way for other women in their industries. Not only are they trailblazers on the international stage, but they fully embrace their corporate social responsibilities as an integral part of doing business globally.

Industry: Aerospace

Florence White, Co-Owner & Director of Flight Operations, GFT Aerospace Technologies



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Years Exporting: 4

International Sales: 30%

International Markets: China, India, U.K..

International Products/Services: Flight training for students from as far away as China and food preparation/catering for international airlines landing in Gander.

Why Export: "It provides the opportunity to grow. With large countries like China and India keenly looking to develop their aviation industries, we have a clearly defined leading edge in selling to these markets because Canada has the world's best aviation record, well-developed systems and the best training airport in the world at Gander."

Best Advice: "Tread carefully on the marketing side. It's a big world and you can chew up a lot of time and money without proper research and planning first. Have an export plan - work with a consultant you can trust, one who understands your business and can help you vet opportunities."

"Use your marketing dollars and resources prudently."

Next Goal: To ramp up marketing in Asia. "The possibilities are unending for flight training, with more countries requiring this service because of the shortage of good commercial pilots."

FACTOID: From her office window, Florence looked directly into the cockpit windows of planes that landed at Gander Airport on 9/11.

Industry: Recreational Sport

Janna Superstein, President, Superfly International Inc.



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Years Exporting: 7

International Sales: 75%

International Markets: U.S., Europe, Russia, Kenya, Japan, Thailand, Singapore, Sri Lanka, New Zealand

Products Exported: Fly fishing-related products, including equipment such as rods and reels, and fly tying products made from the finest materials sourced from around the globe.

Why Export: "The Canadian market for such a specialized business is very small, so we had to expand beyond our borders in order to grow."

"The Internet has made every business a global business."

Biggest Benefit: "Not only has exporting allowed us to expand our product offering because of the larger market, but I have vendor partners all over the world with whom I've developed relationships."

Best Advice: "Ensure it's easy for customers to buy your product wherever they are. Make borders seamless by taking care of all the duties and paperwork."

Next Goal: To target the U.K., a huge fly fishing market.

FACTOID: Janna studied fine arts and also worked in the film and TV industry.

Industry: Tool Manufacturing

Jayne Seagrave, Co-Owner & Marketing Director, Vancouver Tool Corporation



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Years Exporting: 10

International Sales: 80%

International Markets: U.S., Europe, Australia, New Zealand

Products Exported: Unique patented, plastic caulking tools for kitchen and bathroom renovations, invented by Jayne's husband.

Biggest Benefits: "Exporting opens up a bigger market. And, although selling caulking tools is not glamorous, developing relationships with customers is very gratifying. About 10 employees or friends of our New Zealand distributor have stayed at our home on various occasions over the last few years!"

Resources Used: NEBS (New Exporters to Border States) program when first started exporting; Trade Commissioner Service in the U.S and Europe; Women's Trade Mission to U.K. in 2001.

Best Advice: "Contact the Trade Commissioner Service in your region and they will introduce you to the

"Find distributors in other countries who sell similar products."

Canadian consulates and embassies around the world to get background information on your target markets.

And be sure to play up the Canadian angle in international work because our country has a good reputation. I send holiday packages with Canadian ice wine chocolates to customers abroad."

Next Goal: To build European sales. "We recently got a new distributor in France and now want to target Belgium, Holland and Poland."

FACTOID: Jayne is a best-selling author of six books and an international speaker on the home improvement industry.