

## Sell to sectors that will help your business soar

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Her Detroit, Michigan colleague, Anne Cascadden, agrees. "In the U.S., automakers must purchase a certain percentage of products and services from women-owned businesses. They need parts and components, outside legal counsel, facility services, research and industry analysis. They want suppliers who can meet these needs globally," she says.

To make the most of these opportunities, Cascadden suggests:

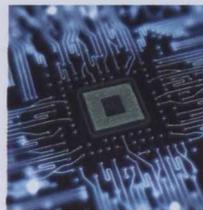
- » do your research and develop a solid strategy
- » identify potential customers, then be clear about the need you can fill
- » understand the industry's cost structure, then price yourself accordingly
- » know your competition and articulate why your product or service is better
- » demonstrate the value you can offer
- » be prepared to do business on a global scale

So, where do you start? Make your plan, then believe in yourself. "Don't underestimate what you have to offer. Often, women feel they have to be big in order to be global players," says Nita Arora, Vice President of Clinical Operations for pharmaceutical giant, Roche Canada. "Women have great strengths in business. We can collaborate at a high level, we are flexible and we are open to different personalities and cultures. Don't undersell yourself. To be successful, keep delivering more than your customers expect. Be unique, adaptable and open-minded. The world has a lot to offer you and you have so much to bring to the business world."

To learn more about these five key sectors, and the promise each of them holds, take a look at the "sector spotlights" in this newsletter. For in-depth sector and market information, visit [tradecommissioner.gc.ca](http://tradecommissioner.gc.ca).



Nita Arora, Vice President of Clinical Operations, Roche Canada



## Sector Spotlight

Our ICT strengths

Telecommunications | ICT for oil and gas |  
Game development | Entertainment technologies

### Have technology, will travel

Vancouver business woman Caroline Lewko has explored the globe with her information and communications technology (ICT) company, Wireless Industry Partnership (WIP). Like others in her sector, success depends on connecting with the biggest potential customers, all of whom are outside of Canada.

"We support fast-growing, market-ready mid-sized companies," says Dr Adam Chowaniec, the Global Practice Lead for ICT. Like other leads, he acts as an industry business advisor to DFATD. "We help companies accelerate their growth and bring their products or services to market."

The sector team at DFATD helps companies like Lewko's expand their sales globally, get into new markets and pursue new opportunities. ICT opportunities are vast, so the team's work covers most markets worldwide. While their primary focus is to support the business development efforts of ICT companies, they also promote Canada as a competitive location for investment, innovation and partnerships.

The team's success relies on the support of trade commissioners in Canada and abroad and the Sector Advisory Board, which includes some of Canada's top ICT business leaders. The board provides advice, contacts and support to the TCS.

Lewko sits on the ICT board. "I'll be on the phone with Singapore, Germany, Israel and the U.S.—all in one day. That's real business happening right now," she says. "That's what each of us brings to the boardroom table as advisory board members. Our real-time knowledge is extremely valuable to the sector team, TCS and Canadian companies in the ICT sector."

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Be sure to join our LinkedIn group at [linkd.in/bwit-faci](http://linkd.in/bwit-faci).