

business WOMEN 2016

in international trade



THE WORLD AT YOUR DOORSTEP



**The Honourable
Chrystia Freeland**

Minister of
International Trade

We are thrilled to present this year's edition of the Business Women in International Trade Newsletter.

Canada is a trading nation. Doing business internationally doesn't just connect our country to the rest of the world—it is absolutely essential to our prosperity, to the growth of the Canadian economy, and to good-paying middle-class jobs.

There are tremendous opportunities at home and abroad for world-class Canadian companies—including those led by women. This year's theme sums it up well: you truly have "The World at Your Doorstep." That's why we are energetically working to open new markets for you, help you take advantage of export opportunities, and promote your products and services to a global audience.



**The Honourable
Bardish Chagger**

Minister of
Small Business
and Tourism

In this newsletter, you will learn about the Business Women in International Trade program, including products, services and events designed specifically for you. We trust

that you will find this information helpful as you look to do business in the global marketplace.

We also encourage you to apply to CanExport. This new funding program, which we launched in January, helps small and medium-sized businesses break into new export markets.

We are confident that Canadian business women will continue to compete and succeed on a global scale—and play an integral role in Canada's inclusive and progressive trade agenda. No matter which sector you represent, we look forward to joining you on your journey.

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GLOBAL OPPORTUNITIES AWAIT

When Vancouver entrepreneur Susanna Carson wanted to grow her sales in the U.S., she turned to Global Affairs Canada's Business Women in International Trade (BWIT) program for assistance. She says the experience was an eye-opener. The founder of BSI Biodegradable Solutions, a sustainable food and beverage packaging company, joined the BWIT trade mission to Minneapolis three years ago.

"The assistance BWIT provided on the ground was huge. They offered advice and intelligence gathering support. Working with them triggered a large number of 'I hadn't thought of that!' moments," explains Carson.

She returned to Canada to develop new products. They're hitting the market in 2016. She says seeing her global competition made her rethink how to take her business to the next level.

"A lightbulb went off. I said, 'Whoa. I need to create products that will leave my customers in awe.' We changed course and developed an entirely new product category."

Carson is one of the many successful examples coming out of the BWIT program. Together with the Trade Commissioner Service (TCS), BWIT helps women tap into international business opportunities. The TCS is a free Government of Canada service available in 161 cities abroad and in Canada. If you are just getting started, trade commissioners in offices across Canada can assess your market potential and help you prepare to export.

"We're the first line of contact," explains Patricia Langan-Torrell, Director and Senior Trade Commissioner in Ontario. "We'll help you evaluate whether you have the capacity and resources to export. We'll work with you to review your export plan and discuss your market entry strategy, regulatory and logistical issues, risk factors and financing."

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