

Premiers shine New Brunswick and Manitoba on Chicago and Atlanta

New Brunswick Premier Bernard Lord and Manitoba Premier Gary Doer conducted a joint trade and investment mission to Chicago, Illinois, and Atlanta, Georgia, in early February. The premiers made the trip after signing a Memorandum of Understanding on interprovincial cooperation in 2002. The purpose of this mission was to promote both provinces to U.S. firms and to further the commitment the two premiers made to improve Canada-U.S. relations.

Windy City visit

In Chicago, Premiers Lord and Doer met with Chicago Mayor Richard Daley and made a presentation at a luncheon hosted by the World Trade Center on "Evolving Canada-U.S. Relations and Opportunities to Enhance Trade." The premiers hosted a major reception attended by some 200 business leaders and key local Illinois contacts. In addition, they gave interviews to the editorial board of the *Chicago Sun-Times*, one of the biggest daily newspapers in the U.S.

During the first leg of the trip, Premier Doer held discussions with the Chicago Climate Exchange (CCX), which culminated in an announcement to create a climate trust based in Manitoba. CCX is a group of North American corporations, municipalities and other institutions committed to reducing greenhouse gas emissions.

Premier Doer and officials of the Winnipeg Airport Authority also met with senior officials of United Airlines and senior executives at Boeing to discuss the possibility of increasing the frequency of United's Winnipeg-Chicago service.

Premier Lord and Business New Brunswick Minister Peter Mesheau toured Chicago's 911 Center and met there with executives from Motorola.

They also met with executives from Potash Corp., IPSCO and CN Rail, as well as the executive director of the Council of Great Lakes Governors and the chancellor of the University of Illinois.

Peach Tree State bound

After Chicago, the delegation headed to Atlanta, Georgia. There, Premiers Lord and Doer made a joint presentation to a group of more than 70 local business people about developing Canada-U.S. relations and enhancing trade and investment to New Brunswick and Manitoba. The premiers also met Georgia Governor Sonny Perdue to discuss potential linkages between their respective jurisdictions. Lord and Doer participated in an interview on CNN's *The Paula Gordon Show*, and later attended a reception for 250 business leaders.

While in Atlanta, Premier Lord witnessed the signing of a letter of intent between CGI Group Inc. and the Georgia Municipal Association (GMA). The GMA has agreed to market *g-BIZ*—government on-line software developed in CGI's New



In Chicago, from left: New Brunswick Premier Bernard Lord, Chicago Mayor Richard Daley, Manitoba Premier Gary Doer and Canadian Consul General in Chicago Anne Charles

Brunswick operation—to all 500 municipal governments in the state. The visit also provided an excellent opportunity for Premier Doer to sign an agreement with Governor Perdue to enhance co-operation between Georgia and Manitoba on life sciences and biotechnology.

Due to the success of the mission, Premier Lord said the two provinces are considering further joint projects to the U.S. "Premier Doer and I look forward to leading more trade missions together, to promote Manitoba and New Brunswick to other American centres," he said. "Our provinces are ready and eager to do business with the U.S."

For more information, contact the Canadian Consulate General in Chicago, tel.: (312) 616-1860, e-mail: chcgo@dfait-maeci.gc.ca, Web site: www.chicago.gc.ca, or the Canadian Consulate General in Atlanta, tel.: (404) 532-2000, e-mail: atnta@dfait-maeci.gc.ca, Web site: www.atlanta.gc.ca.

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THE CANADIAN TRADE COMMISSIONER SERVICE LE SERVICE DES DÉLÉGUÉS COMMERCIAUX DU CANADA

Going Global Women Entrepreneurs in International Markets



It gives me great pleasure, as the new Minister of International Trade, to introduce the March 2004 edition of the *CanadExport Women's Supplement*. The Canadian government is increasing its focus on international business, in recognition of the vital importance of trade to Canada's economic prosperity. This renewed focus will permit better synergies among our trade, investment and innovation objectives, including the building of a knowledge-based economy.

It is clear that the dynamism, creativity and sheer entrepreneurial drive of Canadian businesswomen play an important role in the goal of enhancing prosperity. Interestingly, only 9% of women-owned firms export. This is not enough considering the critical importance of trade for long term success both for Canadian businesses and Canada's economy as a whole.

I encourage women entrepreneurs to take advantage of the many resources that the Department of Foreign Affairs and International Trade and its partners in Team Canada Inc have to offer. We are ready to work with and assist you to define and achieve your international objectives. You will see from the examples of the women featured in this supplement that exporting can be critical in helping you to build a sustainable long term business. Their stories offer a wealth of knowledge, experience and inspiration that I hope can help you to reach your business goals.

I am confident that, as we work together, we will add new companies, with women at the helm, to the ranks of Canada's world class exporters. I am proud to celebrate the women in these pages. Next year, I hope your company will be there.

James Scott Peterson
Minister of International Trade