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Canadian Businesswomen's  
International Trade Mission  
La Mission commerciale internationale  
des femmes d'affaires canadiennes

## ELECTRONIC MEDIA \ PRESSE ÉLECTRONIQUE

DEIRDRE MCMURDY (CTV): About 30 per cent of Canadian businesses are owned by women, but when it comes to expanding and to the exporting, sometimes these female entrepreneurs lag their male counterparts. And to address, a female Team Canada mission has landed in Washington, meetings begin this morning. -We are going to talk with Andrina Lever, one of the mission's organisers, and with Lorr Donovan, owner of First Step, a Calgary shoe company.  
Good morning.

ROTH: Good morning.

MCMURDY: Now Andrina, I want to start with you. You helped organize this mission; why do women need their own trade mission?

ANDRINA LEVER (Advisor, organizer for trade mission): Well traditionally, Canadian women have not participated in the normal Team Canada trade missions, and we wanted to encourage them because we knew there were a lot of women in Canada whose businesses were growing, and they had good