

## JOIN A BWIT TRADE MISSION

For more than 20 years, the Business Women in International Trade (BWIT) program has planned and led trade missions to open markets and opportunities for export-active and export-ready business women. The trade missions give participants access to trade fairs and buyers, market intelligence and services such as matchmaking meetings, networking events and workshops.

If you're thinking about joining a BWIT trade mission, here's what you need to know about our flagship missions:

### BWIT TRADE MISSION TO THE WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL (WBENC) NATIONAL CONFERENCE AND BUSINESS FAIR

The 2018 mission to the WBENC National Conference and Business Fair takes place from June 17-21, 2018 in Detroit, Michigan. In one word, this event is huge: up to 3,500 attendees, large networking receptions, inspirational speakers, workshops, B2B "speed dating" buyer meetings and countless opportunities to connect.

"The overall message is about leveraging your women-owned business certification to get in front of Fortune 500 supplier diversity executives," explains Lynne Thomson, BWIT Trade Commissioner.

### BWIT TRADE MISSION TO GO FOR THE GREENS (GFTG)

Held in Orlando, Florida every September, GFTG is a boutique event that caps attendance at 300. Women like Sumit Nagi, CEO of Toronto-based Containers International, choose GFTG because of its atmosphere.

"These events can be intimidating," explains Nagi, "but not Go for the Greens. It gave me a big supportive network and genuine, down-to-earth encouragement. I had five one-on-one meetings with Fortune 500 buyers. The BWIT team prepared me by doing mock dry runs. I was impressed with their support. BWIT put me on the path to successfully securing business."

### BEFORE, DURING AND AFTER YOUR TRADE MISSION

When you first join a BWIT trade mission, you receive market advice, support to finesse your company profile, guidance to refine your elevator pitch and access to pre-mission webinars to prepare you before departure. "Once there, we hold a meet-and-greet event and a Canadian reception where Canadian women are the focus," explains Thomson. "We do everything we can to ensure that you get maximum mileage out of your venture. After the mission, we do follow-ups to continue our support and keep the momentum going."

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## MESSAGE FROM AILISH CAMPBELL CHIEF TRADE COMMISSIONER



Ailish Campbell (fourth from right) at the Rotman School of Management event to promote Go for the Greens. Credit: David Bastedo Photography

As the Chief Trade Commissioner of Canada, I am honoured to work closely with smart, successful Canadian business women every day. With offices in 161 cities in Canada and around the world, our Trade Commissioner Service (TCS) provides practical advice on foreign markets to help Canadian companies export and grow.

Our Business Women in International Trade program is a key part of the TCS. It is the only national program that provides targeted products and services for women entrepreneurs.

Global Affairs Canada's research tells us that—like many of you—the TCS is a true Canadian success story. Our clients export 20.5% more in value to 20.9% more destinations. With any successful formula, constant innovation is important. That's why we are hitting the "refresh" button to offer innovative services that will have the greatest impact on your business. We look forward to helping you grow your business.



Business Women in International Trade trade mission to the Women's Business Enterprise National Council (WBENC) National Conference and Business Fair in Las Vegas, 2017.