

Canadian women entrepreneurs "Going Places!"

Canadian women business owners are selling their products and services all over the world. As part of International Women's Day on March 8, the Department of Foreign Affairs and International Trade and Export Development Corporation sponsored a coast-to-coast live video conference called "Going Places!" to celebrate the successes of women entrepreneurs in foreign markets and to encourage others to consider exporting.

Businesswomen interested in the export field had the opportunity to learn from and share with eight successful exporters and be part of an audience of 400 from St. John's to Vancouver. They shared their stories, best practices and advice with other women business owners across the country. The guest speakers provided insight into the hurdles of selecting and developing an export market, the cultural issues involved in conducting

business abroad, and how to handle export risks. This conference marked a unique opportunity to become part of a national network of entre-



Organizers of the St. John's event (from left to right): Bonnie Woodland, Newfoundland & Labrador Organization of Women Entrepreneurs; Bea Courtney, Newfoundland & Labrador Organization of Women Entrepreneurs; Cindy Roma, Telelink - The Call Centre Inc.; Joanne Smyth, Atlantic Canada Opportunities Agency.

preneurial women and to find out more about the specific resources and programs available to exporters.

"Going Places!" was made possible through the efforts of a number of

women's business organizations from across Canada.

For more information, contact Andrea Kucey, Export Services — Small and Medium-sized Enterprises Division, DFAIT, tel.: (613) 996-4785, fax: (613) 996-9265, e-mail: andrea.kucey@dfait-maeci.gc.ca *

TWO EVENTS PRECEDING THE SUMMIT OF AMERICAS IN QUEBEC CITY

April 2 — Le Rendez-vous des Amériques 2001, Montreal, included presentations by representatives of Export Development Corporation and trade commissioners from the Department of Foreign Affairs and International Trade, and the keynote address by Minister of International Trade Pierre Pettigrew.

April 17-20 — Conférence de Montréal: 7th International Forum on the New Economy will address the creation of a free trade area encompassing all countries in the Americas, and will include nine delegations from Latin America and the Caribbean, along with Canadian leaders in business, politics, labour and academe. Guest of honour is Mexican President Vicente Fox.

For more information, contact Saïd Bala, Communications Director, Conférence de Montréal, tel.: (514) 283-5142 or (toll-free) 1-888-772-5142, e-mail: conference@conferenceofmontreal.com Web site: www.conferecedemontreal.com *

Business Ethics 2001

TORONTO — May 24-25, 2001 — **Business Ethics 2001: Conducting Business in a Global Marketplace.** As part of its second annual Corporate Social Responsibility (CSR) Week, the Conference Board of Canada is organizing a conference exploring the new and delicate ethical issues raised by international business dealings: corruption and bribery, human rights violations, operating in an unstable environment, and effective global ethics programs.

Leading experts will speak on business ethics around the world, the top ethical issues in doing business abroad, and lessons learned from

case studies in North America, Europe and Asia Pacific. Also on the program are networking opportunities.

Business Ethics 2001 is being offered in association with Export Development Corporation (www.edc-see.ca), Institute for Global Ethics (Canada) (www.globalethics.org), and Nexen Inc. (www.nexeninc.com). It coincides with two other CSR-related conferences on community investment and environment.

For more information, contact Conference Board of Canada, tel.: 1-800-267-0666, Web site: www.conferenceboard.ca *



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