

femmes dirigeantes des économies du mécanisme de Coopération économique Asie-Pacifique [APEC], le ministre Marchi a dit : « Nous devons nous appliquer davantage à fournir aux femmes entrepreneurs les outils dont elles ont besoin pour réussir sur les marchés étrangers [...] j'espère que cette mission de trois jours ne fera pas qu'aider les femmes entrepreneurs à réaliser leur objectif d'exporter mais qu'elle servira aussi à mieux faire connaître le rôle qu'elles jouent dans l'économie canadienne. »

La mission est activement soutenue par le milieu des affaires au Canada. Se joignent à la Banque Royale du Canada, commanditaire principal de la mission commerciale internationale des femmes d'affaires canadiennes, la Banque de développement du Canada, l'Association des comptables généraux agréés du Canada, la Société pour l'expansion des exportations, GM Canada, le cabinet d'avocats Hodgson, Russ, Andrews Woods & Goodyear, IBM Canada Ltée, Industrie Canada et le ministère des Affaires étrangères et du Commerce international.

World View ... Report Your Services
to assist Canadian service firms in preparing to export to
foreign markets

Take a World View ... Report Your Services can be found on the
Industry Canada website at <http://strategic.ic.gc.ca/twv> and on
the InfoExport website of the Department of Foreign Affairs and
International Trade at <http://www.infoexport.gc.ca>. It is a joint
effort between the private sector, the Department of Foreign
Affairs and International Trade, and Industry Canada, and is one
of several initiatives of Team Canada Inc. formed specifically
to promote the sale of Canadian products and services in the
international marketplace. It is aimed at small and medium-sized
firms in the knowledge-based service industries, including
management consultants, architects, engineers, professional
planners and designers.

Mr. Marchi launched the new electronic export guide in Washington
during the Canadian businesswomen's International Trade Mission,
which he is leading.

"This product will make it easier - and faster - for Canadian
service companies to get the information they need as they look
for a competitive edge in international markets," said
Mr. Marchi.

"This is the kind of strategic business information product that
will make a positive contribution to our export preparedness,"
said Mr. Manley in Ottawa.

A Team Canada Inc. objective is to ensure that information
products developed by all government departments respond to the
specific needs of exporters. Take a World View ... Report Your
Services is specifically intended for exporters of services, to