

business WOMEN 2014

in international trade

DOC
CA1
EA163
B77
EXF
2014



Sell to sectors that will help your business soar

Are you searching for new ways to grow your sales internationally? If so, take a look at some of Canada's most promising sectors. Your firm may be in a prime position to sell to businesses in the aerospace, information and communications technologies, infrastructure, life sciences and sustainable technologies sectors through global value chains.

Business-to-business (B2B) sales to mid-sized firms or large multinationals offer excellent potential for Canadian business women. After all, these high-value sectors need your products and services—from food and beverages to cleaning products, industrial supplies or services in the areas of accounting, communications, human resources, legal, marketing, translation and training. They regularly source parts, products and services from outside companies who are better, faster, cheaper or offer exactly what they need.

Maria Pantazi-Peck is a member of Foreign Affairs, Trade and Development Canada's (DFATD) infrastructure sector team—and a trade commissioner based in Athens, Greece. "Professional services are cross-cutting because they overlap many other sectors," she explains. "With Canada's excellent education system and our high standards, our firms are in a solid position to sell across all these sectors worldwide."

[continued on page 2]

Access to success

Canadian business women play a significant role in driving Canada's financial future. A recent Royal Bank of Canada study on small and medium-sized enterprises suggests that a 10% increase in the number of women-owned firms over the next 10 years would lead to an estimated \$198 billion injection into the Canadian economy.

The numbers are impressive. Statistics Canada and Status of Women Canada report that a growing number of women are self-employed. In 2009, nearly 1 million women, 11.9% of all those with jobs, were self-employed. And women-owned businesses currently employ over 1.5 million Canadians, according to the BMO Financial Group.

As more of these businesses seek greater opportunities abroad, the Government of Canada has taken note. In November 2013, we launched the Global Markets Action Plan (GMAP), which focuses on the markets and sectors that hold the greatest promise for Canadian business. We plan to achieve our goals by maximizing our strengths and harnessing our efforts to support Canadian firms and investors in international markets. We will also do so through vigorous trade promotion and ambitious trade policy.

Of the 22 priority sectors, we have established teams to support five key sectors to date: aerospace, information and communications technologies, infrastructure, life sciences and sustainable technologies. The 2014 edition of the Business Women in International Trade newsletter shines the spotlight on these five sectors. It also offers information and inspiration to help you grow your global opportunities—no matter what sector you represent.

Canadian business women are taking on the world in larger numbers. The GMAP is our blueprint for your international market success. We look forward to continuing the journey with you.

In this issue

- Sell to sectors that will help your business soar.....* 1-2
- Have technology, will travel.....* 2
- Breathing life into health sciences opportunities* 3
- Canadian women greening the globe* 4
- Building bridges to global infrastructure markets.....* 5
- Taking Canada's aerospace sector to new heights.....* 6
- Programs to fast-track your success* 7
- Women's business networks and associations.....* 8



**The Honourable
Kellie Leitch**
Minister of Labour
Minister of Status
of Women



**The Honourable
Ed Fast**
Minister of
International Trade



Foreign Affairs, Trade and
Development Canada

Affaires étrangères, Commerce
et Développement Canada

Canada