

## Go global with us

Through the Business Women in International Trade Portfolio, Foreign Affairs and International Trade Canada offers a world of resources and opportunities for women entrepreneurs focused on global success through exporting.

Visit our website at [www.businesswomenintrade.gc.ca](http://www.businesswomenintrade.gc.ca) for one-stop access to the information and help you need to begin exporting or expand your international efforts. We'll keep you on-target and up-to-date with:

- **Support:** Through the vast Trade Commissioner Service network in Canada and abroad and through our strategic partnership with WEConnect Canada, we support business women everywhere in Canada. Together, we help women-owned firms tap into the growing demand for their products and services.
- **Resources:** Find out about programs tailored to your needs, women's trade organizations, networking opportunities, and finance and insurance solutions.
- **Events:** From trade missions to export webinars, conferences, training and trade-related news—we keep you informed of events in Canada and around the world.
- **Research:** Get access to hundreds of market reports, along with the facts and figures you need to do business and identify sales leads.
- **Practical information:** Our website and annual newsletter are brimming with success stories, tips from women exporters, publications, toolkits and export guides.

**Ready to take on the world? We're here to help.**

## Tips to get you going and growing

### Writing an Export Plan

[www.canadabusiness.ca/eng/guide/2138/](http://www.canadabusiness.ca/eng/guide/2138/)

### Entering a Foreign Market

[www.bdc.ca/en/advice\\_centre/articles/Pages/exporting\\_entering.aspx](http://www.bdc.ca/en/advice_centre/articles/Pages/exporting_entering.aspx)

### Exporting to the United States

[www.tradecommissioner.gc.ca/eng/exporting-to-united-states.jsp](http://www.tradecommissioner.gc.ca/eng/exporting-to-united-states.jsp)

### Exporting to China

[www.edc.ca/english/publications\\_14151.htm](http://www.edc.ca/english/publications_14151.htm)

### Guide to Global Value Chains

[www.tradecommissioner.gc.ca/eng/gvc/home.jsp](http://www.tradecommissioner.gc.ca/eng/gvc/home.jsp)

## Get certified and realize your full potential



Did you know that there is only one way to access the global treasure trove of United States government and Fortune 500 supplier diversity opportunities for women? Your company must be certified as a women's business enterprise (WBE) to tap into this lucrative market. While many women successfully sell to big clients without WBE certification, this internationally-recognized standard is an absolute necessity if you want to bid on contracts set aside for minority-owned firms through supplier diversity programs.

Interested? Contact WEConnect Canada. This national non-profit organization certifies firms that are at least 51 percent owned, managed and controlled by women and connects them with the growing global demand from corporations and the public sector for diverse and innovative suppliers. Some of the direct benefits of certification include:

- **Access to opportunities** through corporate and United States government supplier diversity programs;
- **Company listing** in the WEConnect Canada database, which is used by corporate members to source under-represented groups;
- **Certification toolkit and training** offering practical advice on how to use your certification to secure contracts, market your firm and build your network;
- **Mentorship program** for women-owned businesses to receive one-on-one coaching from senior executives to build capacity and offer insights into supply chain opportunities; and
- **Business to Business (B2B) sales and partnership opportunities** with other certified women-owned firms.

To learn more about eligibility for certification, visit [www.weconnectcanada.org](http://www.weconnectcanada.org). Be sure your business meets the requirements—you must be majority woman-owned, a Canadian citizen or landed immigrant, conducting B2B business and planning to grow. The cost of certification is \$750 annually.

If you're wondering whether your company is ready for certification, consider this: no company is too large or too small. According to WEConnect Canada, it's a matter of readiness and experience. Your company should be well established with a strong track record and annual sales of \$100,000 or more. You should have a growth plan in place and a clear strategy for using your certification to grow your business. After that, it's a matter of networking, building your procurement contacts, working closely with trade commissioners, partnering, and taking advantage of opportunities like trade missions to promote your business.

## Success strategies

"Do your homework. We research new materials, speak to customers and do in-market surveys. It helps us identify opportunities. We also test market our products. We've had a lot of success in a highly competitive industry thanks to this approach."

**Diana Pitsolis, President, Spongezz Inc.**



Diana Pitsolis, President of Spongezz, exhibits at the 2010 WBENC National Conference in Baltimore.