



## Words of wisdom

“The TCS offers phenomenal support. My suggestion? Use their industry connections. Work with them to identify opportunities and contacts that will help give you a strong starting point.”

**Sherry Huang, CEO**  
Study Abroad Canada  
Charlottetown, PEI

## Connecting women to supplier diversity opportunities

Have you made it your mission to sell your products or services to large multinationals or the U.S. government? If so, there is a world of potential sales open to you through supplier diversity programs. Most Fortune 500 firms (97 percent) devote a set portion of their buying power to diverse suppliers, including women, visible minorities, Aboriginal and disabled entrepreneurs. To access these opportunities, your company must be certified as a women's business enterprise (WBE).

WEConnect Canada delivers certification to Canadian WBEs that are at least 51 percent owned, managed and controlled by one or more women. This third-party verification process makes it easier to fill the growing government and corporate demand for goods and services from diverse suppliers. WEConnect Canada's global connections—through WEConnect International—also ensure that certified WBEs are included in corporate sourcing opportunities and events beyond Canada's borders.

The supplier diversity movement is growing. Today, women business owners in the U.S., the UK and India have similar certification programs. Australia, Europe and China are next. To understand the incredible potential that certification provides, consider the Walmart example: last fall, the company committed to doubling the amount of goods it will buy from women-owned businesses globally to US\$20 billion by 2016.

As for the range of opportunities? Take a look at WEConnect Canada's corporate membership—Accenture, Avis, Ernst & Young, Exxon, IBM, Pfizer, Staples, Telus and RBC, to name just a few. Beyond that, women

can also sell to other WBEs who must assure supplier diversity procurement officers that their entire supply chain is certified. There are added bonuses too: building a vast network of contacts, participating in training and mentoring programs, and connecting with other certified firms to enhance your bidding capacity on large contracts.

What are you waiting for? Find out more about certification at [www.weconnectcanada.org](http://www.weconnectcanada.org) and [www.weconnectinternational.org](http://www.weconnectinternational.org).

## Canadian delegates take part in APEC Summit

A public and private sector delegation of 24 Canadian women participated in the Asia-Pacific Economic Cooperation (APEC) Women and the Economy Summit hosted by U.S. Secretary of State Hillary Rodham Clinton in San Francisco September 13-16, 2011. The group included business women, as well as representatives from DFAIT and other government departments, academia and associations.

Led by the Honourable Rona Ambrose, Minister of Public Works and Government Services and Minister for Status of Women, the delegation heard from renowned White House, Wall Street and Fortune 500 speakers and took part in the dialogue on women's economic empowerment. "The Government of Canada is committed to working with business and industry stakeholders to offer key services that will help Canadian business women in international markets," said Minister Ambrose.



Minister Ambrose and the Canadian delegation at the APEC Women and the Economy Summit 2011 in San Francisco.

## Recognize a trailblazer

**Alberta Women Entrepreneur Awards**  
[www.awebusiness.ca](http://www.awebusiness.ca)

**Business without Borders**  
**HSBC International Business Awards**  
[www.bwob.ca/awards](http://www.bwob.ca/awards)

**Canada Export Achievement Awards**  
[www.exportawards.ca](http://www.exportawards.ca)

**Canadian Women in Communications Annual Awards**  
[www.cwc-afc.com](http://www.cwc-afc.com)

**Newfoundland & Labrador**  
**Organization of Women**  
**Entrepreneurs Awards**  
[www.nlowe.org](http://www.nlowe.org)

**Ontario Business Achievement Awards**  
**and Ontario Global Traders Awards**  
[www.obaa.ca/nominate-now](http://www.obaa.ca/nominate-now)

**Organization of Women in**  
**International Trade-Toronto Awards**  
[www.owit-toronto.ca](http://www.owit-toronto.ca)

**Prix Femmes d'affaires du Québec**  
**(Quebec business women's awards)**  
[www.rfaq.ca](http://www.rfaq.ca) (in French only)

**Profit W100 Canada's**  
**Top Female Entrepreneurs**  
[www.profitguide.com/w100/50166](http://www.profitguide.com/w100/50166)

**RBC Canadian Women Entrepreneur Awards**  
[www.theawards.ca](http://www.theawards.ca)

**Sara Kirke Award for Woman**  
**Entrepreneurship - Canadian Women in**  
**Technology, a division of CATAAlliance**  
[www.catawit.ca](http://www.catawit.ca)

**Stevie® Awards for Women in Business**  
[www.stevieawards.com/women](http://www.stevieawards.com/women)

**The International Alliance for Women**  
**World of Difference 100 Awards**  
[www.tiaw.org](http://www.tiaw.org)

**Women's Business Network Awards**  
[www.womensbusinessnetwork.ca](http://www.womensbusinessnetwork.ca)

**Women's Executive Network**  
**Top 100 Awards**  
[www.top100women.ca](http://www.top100women.ca)