

CCS
01
6
16
February
6, 1998
01

CanadaExport

LATEST ISSUE
DERNIER
NUMERO

Vol. 16, No. 3 — February 16, 1998

Dept. of External Affairs
Min. des Affaires extérieures
OTTAWA

The Canadian Business Women's Trade Mission to Washington: An American Perspective

FEB 23 1998

by Gail Houch, CEO, Houch & Associates, Alexandria, Virginia, U.S.A.

RETURN TO DEPARTMENTAL LIBRARY
RETOURNER A LA BIBLIOTHEQUE DU MINISTERE

The Canadian Business Women's Trade Mission to Washington last November was a productive and inspiring opportunity to meet and network with women-led businesses from a diversity of industry sectors — not only for the Canadian participants, but also for the American business women who attended.

The American participants were impressed by the number and quality of businesses that attended the trade mission, as well as the amount of networking and dialogue among the women.

Mary Helms was one of the Americans who attended the mission to network with Canadian business women in the event that there might be opportunity for her firm to be a resource to them in the greater Washington D.C. area.

"When companies open D.C.-area locations, recruiting is often key to their success," said Ms. Helms, who runs the Helms International Group (Vienna, VA), which does executive searches and consulting around the employment process, particularly in the areas of human resources, communications and marketing.

From the mission, Ms. Helms added to her knowledge of the international workplace and made a couple of contacts that she will pursue.

Opportunity to make valuable contacts
Marsha Cohan also made valuable contacts during the week-long mission. Ms. Cohan, Attorney at Law (Washington D.C.), specializes in domestic and international transactions and advises clients on the structuring of loans, joint ventures and licensing and distribution arrangements.

She attended the mission to meet a potential business partner for a client seeking to expand into Canada, as well as to meet legal counsel who might serve as co-counsel in any Canadian venture that this client may enter into.

"I achieved both of these goals," said a pleased Ms. Cohan. "I met a representative of a company that I believe will potentially be a suitable partner for my client. And I also met several Canadian lawyers who appear to have the skills my client needs, and with whom I believe I can establish a smooth and warm working relationship."

Similarly, the Director of Marketing for TV on the Web_{sm} (Reston, VA) — a full-service Webcasting company — made an "especially good connection" with Pauline Couture of Pauline Couture and Associates, a Toronto-based strategic communications firm. "Pauline and I will hopefully be able to do some significant work together," said Lisa Amore, who explained that

Continued on page 2 — An American

 **Info Export**
<http://www.infoexport.gc.ca>

EXPORT Source
<http://exportsource.gc.ca>

INSIDE INSIDE INSIDE INSIDE

A Current Affair	2
Exporter to New Market	3
Canada Export Awards	4-5
Trade News	6-9
Business Opportunities	10-11
Trade Fairs	12-14
Publications	15
Business Agenda	16

CanadExport On-Line
<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>