

# The Government of Canada Provides Services to Help Guide You Along the Way!

## *Business Women in International Trade Portfolio*

Now is the time to position your business to take advantage of the economic recovery beyond Canadian borders. The potential demand for products, services, and technologies in emerging markets represents a great opportunity for Canadian companies. Foreign Affairs and International Trade Canada assists entrepreneurs to prepare for the global marketplace. Whether you are already doing business internationally or simply want to find out more about it and how to get started, you can tap into the free resources and expertise of our extensive network of trade commissioners both in Canada and in 150 posts abroad.

The Business Women in International Trade Portfolio offers a wealth of information specific to women exporters. We provide access to support networks as well as resources geared to help you prepare and succeed in the competitive export marketplace. It all comes down to having the right product or service and contacts. The Business Women in International Trade website ([www.businesswomenintrade.gc.ca](http://www.businesswomenintrade.gc.ca)) is your point of entry to the various services and resources we offer. It provides links to information on the following subjects:

- **Mentoring Program:** Are you looking for some guidance to expand your business abroad? Do you have experience in global business that could benefit other women? We have just launched a new tool aimed at putting you in contact with women business owners who are looking to be, or looking for, a mentor. Visit the website mentioned above if you are interested, and while on the site read articles and learn strategies from experienced business women who have taken their products or services to new markets.
- **Trade Missions:** Have you ever considered participating in a trade mission? Are they part of your business strategy? When you participate in a trade mission, you will receive market assistance from trade commissioners at Canada's foreign posts, and make great contacts as well.
- **Access to Resources:** You can improve your competitiveness in international markets by tapping into the wealth of global business experience and advice at your fingertips. Whether you are entering the export market or looking to increase your market share, we have information on training programs, numerous funding opportunities, webinars and export advice.

There are huge opportunities for women to grow and expand their businesses internationally and we are here to help!

## Did You Know...

- In Canada, 4 out of 5 businesses are started by women
- Over 80% of Canadian SMEs owned by women are in service industries, compared with 59% owned by men
- Primary export markets for women exporters - U.S. 74%, Asia 60%, Europe 58%
- 30% of women exporters began to export at business start-up and 55% made their first foreign sale within two years of launching the business



*The Canadian Trade Commissioner Service  
Everywhere you do business*

[www.tradecommissioner.gc.ca](http://www.tradecommissioner.gc.ca)

## Tips for Connecting with Associations

- ✓ Join the associations that are most relevant to helping you reach your goals
- ✓ Be an active member – attend events, join committees, share your knowledge
- ✓ Look for ways to contribute to your association's growth – be a speaker, a sponsor, a mentor – remember...what goes around, comes around

The screenshot shows the website interface with a top navigation bar in French and English. The main content area features a sidebar with categories like 'International Trade', 'Our Minister', 'Doing Business Abroad', 'Overview of Services', 'Market Reports', 'Funding Opportunities', 'Business Women in Trade', 'Virtual Trade Commissioner', 'Related Resources', and 'Innovation, Science & Technology'. The main content area has three featured articles: 'Women Succeeding in Global Markets...', 'Trade Commissioners can help...', and 'Find a Mentor... Be a Mentor...'. A right sidebar lists 'Business Women In Trade' resources including 'Support Networks', 'News', 'Events', 'Success Stories', 'Resources to Help Expand Your Business Internationally', 'Funding Opportunities', 'Training', 'Research, Guides and Publications', 'Related Links', and 'Contact Us'.

## Resources to Assist You

[www.businesswomenintrade.gc.ca](http://www.businesswomenintrade.gc.ca)

Subscribe to our database to receive future issues of this newsletter, information about upcoming trade missions and other trade-related news for women. E-mail [bwit@international.gc.ca](mailto:bwit@international.gc.ca).

*"If you lag in an area such as marketing, join networks that can help you."*

Lakshmi Raj, Replicon Inc.,  
Calgary, AB

*"We have nothing to stop us but our imaginations."*

Tarana Nina Gupta, Greenlite Lighting Corp.,  
Pointe-Claire, QC