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# business WOMEN 2018 in international trade



## EMPOWERING WOMEN TO EXPORT

Trade is in Canada's DNA—and Canadian business women, like you, are crucial to our economic success.



The Honourable  
François-Philippe Champagne  
Minister of International Trade

As Canada's Minister of International Trade, I serve as Chief Global Marketing Officer, helping world-class Canadian companies take advantage of the enormous trade and investment opportunities the global marketplace offers as a result of our progressive trade agenda.

In today's competitive global economy, leveraging the best and brightest entrepreneurs—both women and men—is a win-win situation for all. By advancing

women's equality and closing its gender gap, Canada could add \$150 billion to annual GDP growth by 2026 according to a 2017 McKinsey Global Institute study.

In that spirit, I am pleased to introduce the 2018 *Business Women in International Trade Newsletter, Empowering Women to Export*. This year's theme is a solid reminder of the Business Women in International Trade (BWIT) team's commitment to helping you. In these pages, you will learn how BWIT supports you to achieve your international goals.

Together, we are working for you and for a better, more inclusive world. We now have a gender chapter in our modernized Canada-Chile Free Trade Agreement and will push and evolve this progressive approach in all our trade agreements. Canada is proud to have been a key leader in drafting and promoting the *Joint Declaration on Trade and Women's Economic Empowerment*, which was endorsed by a majority of members at the 11th World Trade Organization Ministerial Conference. This is a significant step for equality.

We actively participate in international forums and initiatives that focus on women, such as Women20, whose commitment is to reduce the gender employment gap by 25% globally by 2025. Our government's own goal for 2025 is to increase Canada's goods and services exports by 30%. To do so, we are supporting business women like you, who represent a dynamic force in Canada and around the world.

Take advantage of the opportunities. Together, we can build a stronger Canada and a more prosperous world.

## ARE YOU READY TO EXPORT?

Find out with the Business Women in International Trade Export Readiness Survey. It takes only 5-10 minutes to complete. This interactive tool will help you focus your business or export plan before you make the leap into global markets.

Visit [bit.ly/2CWaIUJ](http://bit.ly/2CWaIUJ).

## business WOMEN in international trade (BWIT)

### How BWIT helps:



Leads women-focused trade missions and events



Helps you find funding to export and grow



Provides access to trade commissioners around the world



Keeps you up-to-date on support programs and services



Facilitates introductions to buyers with Fortune 500 companies

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



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