

## HOW TRADE MISSIONS MAKE ALL THE DIFFERENCE



Heather Daymond, Owner  
Shut Ur Pie Hole

When Heather Daymond received an invitation to supply her pies-in-a-jar to hundreds of celebrities at the Emmy Awards in Hollywood last year, she knew she had to ramp up her plans to enter the U.S. market. Not one to miss a beat, the owner of Shut Ur Pie Hole found out about a trade mission for women taking place days after the Emmys, so she immediately signed up.

“I was already working with the Trade Commissioner Service in Winnipeg to prepare for the U.S. market,” she explains. “Then the Emmys, the trade mission and an invitation to do a pie bake-off on The Food Network’s *Sugar Showdown* came along, so I knew I needed to go for it.”

Trade Commissioner Ryan Kuffner guided Daymond through the opportunities. They discussed market entry strategies such as private labelling, exporting her brand, and selling in stores or through e-commerce.

“One of Heather’s challenges was that she did not have clear data on her product’s shelf life, so I put her in touch with testing companies,” says Kuffner. “I also connected her with a trade commissioner in the U.S. who helped with labelling requirements, e-commerce regulations and shipping logistics.”

To prepare for the Go for the Greens Business Development Conference for Women Entrepreneurs in Florida, Daymond worked with the Business Women in International Trade (BWIT) team. “They helped me understand how to draw the greatest benefit from the trade mission—from refining my elevator pitch to resonate with potential customers to facilitating introductions,” she says.

As part of BWIT’s business-to-business opportunities for trade mission participants, she met with buyers from Disney and introduced her pies-in-a-jar idea to offer as wedding favours and corporate gifts.

“Meeting the Disney buyers was a real coup. I sold them on my products, my company and the brand recognition I’ve built in the market thanks to the Emmys and The Food Network,” says Daymond. “Our pies are like grandma’s, so I focused on the fact that customers want homemade, unprocessed foods. They expressed a real interest in building a relationship, and since that time, I’ve been in regular contact with Disney.”

## JOIN US FOR OUR 2017 TRADE MISSIONS

BWIT is leading three women-focused trade missions to the U.S. in 2017. The Canadian Business Women’s Trade Mission to the Women’s Business Enterprise National Council (WBENC) National Conference and Business Fair in Las Vegas takes place in June, the trade mission to the Go for the Greens Business Development Conference for Women Entrepreneurs in Orlando is scheduled for September, while the Women in Business North American Summit will take place in Atlanta in October. To join, go to [businesswomenintrade.gc.ca](http://businesswomenintrade.gc.ca).



BWIT trade mission to the Go for the Greens Business Development Conference for Women Entrepreneurs in Orlando, Florida (September 2016)

## FREE TRADE WITH THE EU

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Find out what’s in store for your business.  
[international.gc.ca/CETA](http://international.gc.ca/CETA)

### ❓ DID YOU KNOW

BWIT played a key role in facilitating the recently signed Memorandum of Understanding between Canada, Mexico and the U.S. to support the growth of women-owned businesses in North America. The goal? To advance gender equality and women’s economic empowerment through partnerships, support, mentorship, trade missions and resources that will help women entrepreneurs connect with buyers and suppliers. [businesswomenintrade.gc.ca](http://businesswomenintrade.gc.ca)