

business women

IN INTERNATIONAL TRADE

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The Road to Export Success: Partnering and Networking... Don't go it alone!

The prospect of expanding your market and going global can be exciting yet daunting! Many experienced exporters believe that an easier way to enter a new market is by using existing networks to develop winning partnerships. Whether this partnership means forming a strategic alliance with a Canadian company with complementary skills, or with a foreign firm, partnerships are worth considering.

This year's issue of the newsletter features a series of articles on partnering and networking to help your business reach the next level. Included are strategies for effective partnering, and advice from successful Canadian business women who have expanded to markets they never thought possible.

Benefits of partnering

- **A focus on core competencies** - partners can add value such as language skills, marketing strategies, and much more.
- **Access to markets** - partners can provide access to their local contacts and clients and help with local business practices.
- **Minimized risks** - join a consortium on a specific project, and learn from others on the team while playing a supporting role.

Ways of finding partners

- Contact Canada's trade commissioners located across Canada to help identify key partners.
- Work with an industry or business women's association, network, speak at an event, or participate in a trade mission.

Ensure that the partnership works

One key success factor is finding a way to test the relationship. Start with a small project and do not rush the process. In many cultures, it is important to develop the relationship first. Partnerships thrive if given the proper attention. They become counter-productive if neglected. Here's what to look for:

- Collaborative versus competitive environment;
- Similar philosophy of doing business;
- Thoroughness in getting to know your partner;
- Effective project management systems;
- Time and senior management commitment.

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I am pleased to introduce this year's edition of the newsletter, *Business Women in International Trade*. Once again, this annual publication attests to the achievements in the women's trade community, a formidable segment of Canada's economy.

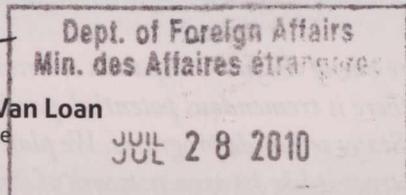


There are hundreds of thousands of women-owned businesses in Canada, providing a large contribution to the Canadian economy. The Government's first priority remains focused on economic recovery to ensure jobs and growth are achieved. As such, there is enormous potential for women exporters to contribute to the goals within Canada's Economic Action Plan, the Government's strategy for a successful recovery from the recession.

Many successful women exporters in Canada have taken advantage of the Trade Commissioner Service -- the Government's network of international business professionals who provide expert advice and market intelligence, support networks, and resources geared to help entrepreneurs prepare and succeed in the competitive export marketplace.

In this year's issue, you will read the profiles of six women who have achieved international success. They have used unique market entry strategies as well as different Government of Canada programs and services. We urge you to emulate their success and draw on the expertise of our trade commissioners. We will be there for you everywhere you do business!

The Honourable Peter Van Loan
Minister of International Trade



Status of Women Canada continues to work in partnership with Foreign Affairs and International Trade Canada to support business women to achieve success in international markets. One focus of our Government is economic security, including market access.



It was a great privilege to announce our Government's support for *WEConnect Canada* in March 2009. I am impressed with the work they have done to strengthen business knowledge and assist women in accessing domestic and global markets. Since its launch, *WEConnect Canada* has certified 48 women-owned businesses, representing total annual revenues of over \$380 million.

Canadian business women are crucial to our country's growing, strengthening economy, and to our success in changing economic downturn to opportunity. I am very pleased to be working with my colleague Minister Van Loan in supporting projects that assist women in accessing global markets.

The Honourable Helena Guergis
Minister of State (Status of Women)

Helping you seize the potential of world markets

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