

## EXPORT with Confidence

More than ever, going global is an appealing option for Canadian businesses. While exporting can bring growth to your business, it also carries risks. The biggest risk of all is that you may not get paid. That's where Export Development Canada (EDC) can help. EDC is a Crown corporation that operates as a commercial financial institution, providing trade finance and insurance services to Canadian exporters and investors (90% of whom are SMEs). You can use the range of financial services provided by EDC to expand your business, while also ensuring that you get paid.

### Your Business and EDC

EDC has helped countless smaller exporters to grow globally—sometimes to their own surprise. Here are just a few of the specialized services that EDC offers to small businesses, giving them more clout and confidence to reach new trading heights.

- **Accounts Receivable Insurance** protects your short-term credit sales against non-payment by your buyers—covering up to 90% of the loss. Also, your bank will often lend against EDC-insured contracts, giving you more working capital.

- **Master Accounts Receivable Guarantee** helps exporters with less than \$10 million in annual sales to get additional line-of-credit financing—up to \$500,000—from any of nine participating financial institutions. EDC guarantees the line of credit based on your foreign accounts receivable.
- **Export Check and Export Protect** are two Web-based services that make it easier for exporters to check out potential buyers and get insurance for a particular transaction. With EDC's international database of 64 million companies, Export Check allows customers to find out whether a buyer is insurable for the amount of a sale. If the buyer is insurable, Export Protect delivers immediate quotes for EDC coverage.
- **Direct Loans to Foreign Buyers** turn a credit sale into a cash sale for the Canadian exporter. If you sell capital goods and related services, EDC can provide medium- and long-term financing to your international buyer. However, the money never leaves Canada. EDC pays the Canadian exporter, while assuming the repayment risks from the foreign buyer.



For more information, contact the EDC Hotline: **1 (866) 857-6031** or Web Site: **www.edc.ca**

## TRAVEL SMART: Check Out These Resources

Sometimes, concerns about personal safety and security can inhibit female business owners from travelling and exploring international markets. However, a host of practical and helpful resources about travelling practically, safely and comfortably exist, so that you can concentrate on your goal of marketing abroad. Be sure to check these particularly helpful ones for the female traveller:

- **www.infoexport.gc.ca/businesswomen/exportlibrary/femaletravel-e.asp**  
This site offers comprehensive information—from lessening culture shock to safety tips—adapted from the publication *Her Own Way: Advice for Women Travellers* written by women's travel consultant, Evelyn Hannon, who also operates the popular **journeywoman.com** Web site.

- **www.voyage.gc.ca/destinations/menu\_e.htm**  
Travel reports are given for countries, and countries that have travel warnings in effect are listed. The home page links to country reports and has a section entitled 'BEWARE' that pinpoints destinations with high crime or political instability. Travel reports providing information on safety and security conditions, health issues and entry requirements for over 220 travel destinations can also be accessed:  
**Tel.:** 1 (800) 267-6788 or (613) 944-6788  
**Fax:** 1 (800) 575-2500 or (613) 944-2500  
This information is available 24 hours a day, 365 days a year.
- **www.travelhealth.gc.ca**  
Health Canada offers the Travel Medicine Program, which is responsible for providing health information specifically designed for Canadians planning to travel outside Canada.

## Your One-Stop Trade Source

Check out DFAIT's recently revamped Businesswomen in Trade Web site, which is designed to meet the special information and assistance needs of women entrepreneurs who head SMEs, at: **www.infoexport.gc.ca/businesswomen**

Tailored to businesses that want to begin exporting or improve their export performance, this site offers practical advice from experienced female exporters, advance notice of trade events, and market leads and opportunities. It also includes links to key contacts in Canadian and international associations, government support agencies and financial institutions.



## WOMEN on the Move

One of the biggest barriers for female entrepreneurs in entering global markets can be fear of the unknown. However, there are women trailblazers who have done it and who keep circling the globe... broadening their sales and horizons like never before. Read on to find out about these pioneering spirits, their non-traditional products and services, and their far-flung destinations.

... A fervent advocate of micro-entrepreneurs and home-based businesses, **Barbara Mowat**, President of Impact Communications Ltd. in Abbotsford, B.C. and founder of **Uniquely Canada**, has travelled off the beaten path in the past year to places like Slovenia, Morocco, Brunei and Thailand to spread the "Uniquely" concept. This innovative business-development program helps gift producers and micro-entrepreneurs to break into wholesale markets and to access global opportunities. Info: **www.uniquelycanada.com**

... **Shannon Byrne**, President and CEO of **Paradata Systems Inc.**, with offices in Vancouver, Whistler, Toronto and Zurich, has travelled throughout the United States, Western Europe, China and Singapore to promote and sell Paradata's global integrated payment solutions to financial organizations and their customers worldwide. She participated in a speaking tour to China in November 2001 to discuss the North American and European E-commerce markets with leading financial organizations and businesses. Info: **www.paradata.com**

... **Jodi Weisleder's** Toronto-based company, **Jodi International Ltd.**, specializes in manufacturing tailored, sexy, classic suits made with fine imported fabric and couture details, for trend-conscious, chic women. She has successfully expanded into the Israeli and Belgium markets, and shows her collection in Paris twice each year. Info: **www.jodicollections.com**

... In a whirlwind three-day visit to Tehran, Iran, last year, **Laraine Kaminsky**, Owner and President of Ottawa-based consulting company, **MALKAM Cross-Cultural Training**, led two seminars, covering mentoring, doing business across cultures and networking. Travelling nearly 20,000 kilometres in those three days, Laraine has since worked in Italy, England and the Netherlands, based on contacts from that one visit. Info: **www.malkam.com**

## Apply now for the 2002 CANADA EXPORT AWARDS

Who is eligible? All firms, or divisions of firms, resident in Canada that have been exporting goods/services for at least three years are eligible.

In selecting the finalists and winners, the committee considers a company's performance in areas such as: significant increases in export sales over the past three fiscal years; success in introducing new products/services to world markets; success in breaking into new markets; level of Canadian content, range of markets, and holding markets in the face of strong foreign competition; ratio of export sales to total sales; and uniqueness of product or service, and level of R&D that leads to export expansion.



Danielle Medina of **Medina Foods Inc.** is on the move, exporting to far-flung international destinations. Read on to see how women are going global.

... **Danielle Medina of Medina Foods Inc.** in Montreal works in 95 airports worldwide, including North and South America, the Caribbean, Africa, Asia, the Middle East and Europe. Her 21-year-old service company specializes in catering audits and food-quality control for airlines such as Air Canada, KLM and Northwest Airlines. Info: **www.medinainternational.com**

... **Chips Klein**, President of **Chipco Canada Inc.** in Toronto, travels to Russia and the Ukraine to develop technologies for North American markets, and trains various organizations in topics such as communications, best business practices and gender sensitivity. Chipco facilitates the transfer of technology to Ukraine and Russia, enabling companies there to produce semi-finished metallurgical products for completion in Canada and the United States. Part of the Canadian production is re-exported to the U.S. market. Info: **c.klein@utoronto.ca**

... Educational book publisher, **Ginette Tremblay**, President of **Les Éditions Artichaut Inc.** in Rimouski, Quebec, has taken bold steps to expand internationally. After enjoying major successes in Canada, the company now exports its highly esteemed educational material to France, Belgium, Switzerland and Senegal. Info: **www.artichaut.ca**

... As the owner of **Jellett Biotek Ltd.** in Dartmouth, N.S.—a developer and manufacturer of rapid diagnostic test kits to detect marine biotoxins in shellfish—**Dr. Joanne Jellett** has had many unusual travel experiences. Her hands-on approach to creating a company that has become a world leader in the development of these innovative test kits, which replace live animal testing, has taken her from the Philippines to Kodiak Island in Alaska. Jellett Biotek exports to the United States, Chile, Japan, Singapore, Hong Kong, China, India, Vietnam, Europe, the United Kingdom, Australia and New Zealand. Info: **www.jellettbiotek.ca**

How to apply? Companies should submit their applications via E-mail. Application forms and guidelines are available on the Canada Export Awards Web site at: **www.infoexport.gc.ca/awards-prix**

THE DEADLINE FOR RECEIPT OF THE APPLICATION IS MARCH 31, 2002.

For more information, contact **Lucille Latrémouille-Dyett**,  
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