

## 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 [tradecommissioner.gc.ca/bwitsurvey-exporting](http://tradecommissioner.gc.ca/bwitsurvey-exporting).

## NEW \$50M PROGRAM TO GROW CANADIAN EXPORTS

Women entrepreneurs take note: The Government of Canada has launched CanExport, a five-year, \$50 million program that provides financial support to small and medium-sized Canadian businesses looking to develop new export markets, especially high-growth emerging markets.

### Are you eligible?

Your company must meet some basic requirements, such as being a for-profit company with a minimum of one full-time employee and a maximum of 250. Your declared annual revenue must be between \$200,000 and \$50 million.

### What is the maximum amount available per firm?

Non-repayable contributions range from \$10,000 to \$99,999 per project.

### How can the funds be used?

Eligible activities include business travel to target markets, participation in trade shows and missions, adapting marketing tools for a new market, market research and more.

### When can you apply?

Applications are processed year-round and are being accepted on a first-come, first-served basis.

Full details are available at [international.gc.ca/canexport](http://international.gc.ca/canexport). Don't delay! Submit your application today.

## SAVE THE DATE!

June 7, 2016  
**Cross Border B2B Forum**  
Windsor, Ontario  
[camsc.ca](http://camsc.ca)

June 15-17, 2016  
**BWIT Trade Mission to Women in Business - North America Summit**  
Atlanta, Georgia  
[tradecommissioner.gc.ca/atlantaorlando2016](http://tradecommissioner.gc.ca/atlantaorlando2016)

June 20-23, 2016  
**BWIT Trade Mission to WBENC National Conference and Business Fair**  
Orlando, Florida  
[tradecommissioner.gc.ca/atlantaorlando2016](http://tradecommissioner.gc.ca/atlantaorlando2016)

September 22-24, 2016  
**BWIT Trade Mission to Go for the Greens Business Development Conference for Women Entrepreneurs**  
Orlando, Florida  
[goforthegreens.org](http://goforthegreens.org)

September 29, 2016  
**WBE Canada Conference**  
Toronto, Ontario  
[wbecanada.org](http://wbecanada.org)

November 7-8, 2016  
**Power the Economy WEConnect International in Canada National Conference**  
Toronto, Ontario  
[weconnectinternational.org](http://weconnectinternational.org)

March 8, 2017  
**International Women's Day**  
Up-to-date information and events at:  
[internationalwomensday.com](http://internationalwomensday.com)

May 10, 2017  
**Conference "Cap vers la réussite" Réseau des Femmes d'affaires du Québec**  
Montreal, Quebec  
[rfaq.ca](http://rfaq.ca)

## TEN STEPS TO INTERNATIONAL BUSINESS SUCCESS

When it comes to doing business abroad, Anouk Bergeron-Laliberté, Consul and Trade Program Manager in São Paulo, Brazil, says businesses need the following ingredients for sure-fire success:

1. Be clear and specific about your international business goals.
2. Identify your market and why it has potential for you.
3. Talk to the Trade Commissioner Service (TCS) in Canada to assess your readiness and refine your strategy.
4. Evaluate your finances to be sure you can support your global venture.
5. Assess your company's ability to commit over the medium and long term.
6. Connect with the TCS in your market for intelligence and qualified leads.
7. Make sure you understand the challenges and the risks.
8. Be patient when it comes to achieving your ROI in more difficult markets.
9. Seriously consider a local presence - partner, distributor, manufacturing base.
10. Find out whether women's business groups in your market offer support or incentives.

## Her Own Way

A WOMAN'S SAFE-TRAVEL GUIDE

[TRAVEL.GC.CA](http://TRAVEL.GC.CA)

