

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.

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. Don't delay! Submit your application today.

SAVE THE DATE!

June 7, 2016
Cross Border B2B Forum
Windsor, Ontario
camsc.ca

June 15-17, 2016
BWIT Trade Mission to Women in Business - North America Summit
Atlanta, Georgia
tradecommissioner.gc.ca/atlantaorlando2016

June 20-23, 2016
BWIT Trade Mission to WBENC National Conference and Business Fair
Orlando, Florida
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

September 29, 2016
WBE Canada Conference
Toronto, Ontario
wbecanada.org

November 7-8, 2016
Power the Economy WEConnect International in Canada National Conference
Toronto, Ontario
weconnectinternational.org

March 8, 2017
International Women's Day
Up-to-date information and events at:
internationalwomensday.com

May 10, 2017
Conference "Cap vers la réussite" Réseau des Femmes d'affaires du Québec
Montreal, Quebec
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

