



## Need financing?

Growing a business globally or attracting investment costs money—and navigating the money maze can be a challenge. There are options for small and medium-sized enterprises, associations and others, including traditional banking solutions and the following government programs and services:

### BDC Market Xpansion Loan

The Business Development Bank of Canada's Market Xpansion Loan can help finance your domestic or international market expansion. Loans of up to \$100,000 can be used to participate in trade shows and other prospecting initiatives, cover scientific/research and experimental development costs, conduct product development and R&D, and purchase inventory for export. [www.bdc.ca](http://www.bdc.ca)

### EDC insurance solutions for exporters

Export Development Canada's insurance solutions can help mitigate commercial risks, expand your sales capacity and may motivate your bank to extend more working capital to your company. Options include Accounts Receivable Insurance, Single Buyer Insurance, Contract Frustration Insurance, Political Risk Insurance, and Performance Security Insurance. [www.edc.ca](http://www.edc.ca)

### Foreign Affairs and International Trade Canada

**Going Global-Innovation for Researchers:** Helps Canadian companies pursue international R&D collaborative opportunities through partnerships.

**Global Opportunities for Associations:** Supports national associations to expand international business development activities in strategic markets and sectors for the benefit of an entire industry.

**Invest Canada-Community Initiatives:** Assists non-profit and public-private partnerships with attracting, retaining and expanding foreign direct investment in local communities.

**Investment Cooperation Program:** Supports responsible, developmentally-beneficial, private sector engagement in developing countries through cost-share contributions of certain activities.

**International Science and Technology Partnerships Program:** Supports bilateral research projects which have potential for commercialization between Canada and Israel, India, China and Brazil.

For more information on these programs, visit [www.tradecommissioner.gc.ca/eng/funding/home.jsp](http://www.tradecommissioner.gc.ca/eng/funding/home.jsp).

### Other financing options

There are numerous other financing options at the federal and provincial/territorial levels. Go to [www.canadabusiness.ca](http://www.canadabusiness.ca) to locate a full range of financing options—from grants and contributions to subsidies and loan guarantees—using the Canada Business search tool.

## Connect with us online!

For the latest international trade news, events and information for women entrepreneurs, visit us at [www.businesswomenintrade.gc.ca](http://www.businesswomenintrade.gc.ca).



## Words of wisdom

"What I see with our certified women-owned businesses is that they're very competent, hard working and quality-driven. They are flexible and willing to customize their products or services to meet their customers' needs."

Betty Wood, WEConnect Canada



## Plan ahead for your trade mission

Going on a trade mission? Some advance planning and work can help ensure you make the most of it. Here's how:

- **Participate in pre-mission preps:** Review all trade mission materials before you go. Participate in planning webinars and talk to the organizers so you know what to expect and what you can do to maximize your time when you're there.
- **Do your research:** Read up on the latest market research and speak with in-market trade commissioners. Identify your potential customers, your competition and what sets you apart.
- **Set up meetings in advance:** While mission organizers may set up matchmaking opportunities, be sure to identify other people you want to meet and contact them to set up meetings.
- **Know who is coming with you:** Find out what other businesses will be on the mission with you, research their companies and identify partnership opportunities. Try to connect with them in advance.
- **Customize your materials:** Update your marketing materials to ensure they suit the needs of the market you're visiting. Review your messaging and translate into the local language.

## Save the date!

June 2-3, 2011

Forum for International Trade Training (FITT) 14th Annual Conference  
Gatineau, QC

June 20-23, 2011

Canadian Trade Mission to Women in Business  
National Conference and Business Fair  
Las Vegas, NV

October 16-22, 2011

Business Development Bank of Canada Small Business Week  
events across Canada

November 8-9, 2011

WEConnect Canada Conference  
Toronto, ON

March 20-22, 2012

WBENC Summit and Salute  
Washington, DC

Stay current with other events, such as International Women's Day on March 8, 2012.

[www.businesswomenintrade.gc.ca](http://www.businesswomenintrade.gc.ca)