

New Consortium of Women Entrepreneurs in the Technology Sector

During the Canadian business women's trade mission to Washington in November (see the December 15, 1997, issue of *CanadExport*), a group of export-ready entrepreneurs involved in the software and technology business decided to form a consortium to market their services to the United States.

The consortium — Women's Software and Technology Association (WSTA) — is a nationwide effort,

with membership open to any women entrepreneurs in the technology sectors. WSTA currently has representatives in each province but is seeking more members.

Spearheaded by Mary Fote of the Medea Group in Toronto, WSTA will have a U.S. counterpart that will be responsible for making U.S. contacts, qualifying leads, pre-selling products and services and making appoint-

ments. Allison Saunders at the Canadian Embassy in Washington will act as a liaison between the two countries.

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Quebec Agri-Food Export Club Lends Support to Atlantic Exporters

Taking inspiration from their colleagues in the Quebec Agri-Food Export Club, a number of Atlantic Canada agri-food exporters have decided to set up an association in their region. Fully 70 per cent of those in the industry in the four Maritime provinces have expressed an interest in the initiative.

The initiative was welcomed

by Paul-Arthur Huot, executive director of the Quebec Export Club, which has been working with the Atlantic Council of Agri-Food Products for more than a year. "From the outset, we were impressed with the serious approach taken by our Atlantic colleagues," said Mr. Huot. "We congratulate them on the great step they are taking toward inte-

grating into the global market."

The Quebec Agri-Food Export Club intends to continue to co-operate with its eastern neighbours, primarily by sharing the experience it has gained over the past seven years.

For more information, contact Paul-Arthur Huot, Quebec Agri-Food Export Club, tel.: (514) 349-1521, fax: (514) 349-6923.

LAVAL TECHNOPOLE Sets its Sights on Exports

LAVAL TECHNOPOLE, the investment promotion agency of the City of Laval, Quebec, recently established a new Export Development Division, which will provide training, guidance and support for Laval firms seeking to expand into foreign markets. Individual firms will have access to such services as planning, foreign market analysis, market penetration

strategy development, solicitation on local markets and searching for financing. LAVAL TECHNOPOLE will also organize trade missions abroad and specialized training sessions for business groups in the region.

Operating in the aviation and aerospace industry of the Greater Montreal area, LAVAL TECHNOPOLE has had the support of,

among others, the Federal Office of Regional Development (FORD-Q) in organizing exports-related activities.

For more information, contact LAVAL TECHNOPOLE, tel.: (514) 978-5959, fax: (514) 978-5970, e-mail: info@lavaltechnopole.qc.ca Web site: <http://www.lavaltechnopole.qc.ca>