

Global Summit of Women

Participating on behalf of International Trade Minister Pierre Pettigrew, Jean Augustine, Secretary of State (Multiculturalism) (Status of Women), led a Canadian delegation of 15 public- and private-sector participants to the **Global Summit of Women**, held in Barcelona, Spain from July 11-15, 2002.

The Summit was a forum for women entrepreneurs to exchange ideas and best practices on the development of international business opportunities. Presentations focused on the professional challenges facing women and their businesses in education and health, information and communication technologies, and social, cultural and political issues.



Secretary of State Jean Augustine (top row, fourth from left) and members of the Canadian delegation.

Canada's role

Five Canadian delegates participated on panels: Simone Desjardins, Senior Vice-President of Operations for the **Business Development Bank of Canada**; Sandra Wear, Owner and CEO of **Tykra Inc.**; Nicole Beaudoin, President of **Réseau des femmes d'affaires du Québec**; Florence levers, Co-ordinator for **Status of Women Canada**; and Secretary of State Augustine.

Augustine spoke about Canada's increase in access to the 'e-world'. "Of our population aged 15 or over," she said, "53% use the Internet at work or at some other location, three times the 1994 rate of 18%."

Augustine also noted the Government of Canada's role in helping Canadians access the Internet. "Public policy has focused on bringing Canadians training and access to the information highway," she said. "A driving force has been Industry Canada's Connecting Canadians initiative, aimed at connecting our citizens to the Internet by providing information, educational resources and training, including outreach to many small and remote communities across our vast and diverse land."

Making connections

Over 600 women from 79 countries attended the Summit to exchange ideas on business practices, look for opportunities to develop international business links, and to network with women from all over the globe. "The summit is like an Executive MBA in International Business," said Evmur Taran, President of Northern Legacy Inc. "Where

else," she asked, "can I buy this information for \$4,000 while gaining incredible business contacts and future business opportunities?"

"I came away from the Summit having met some dynamic business-women from many countries," said Jamuna Burry, President of Acorn Web Development in Mississauga, Ontario. "The connections I made were invaluable to the future growth and development of my company and our projects. Attending the Summit was an opportunity to exchange ideas, concepts, goals and learn what other companies in my field were doing," she added.

Florence levers, Co-ordinator for

Status of Women Canada, said "The Summit was a great opportunity for Canadian women to introduce themselves to global women and I am pleased that the Department of Foreign Affairs and International Trade (DFAIT) has taken an active role in promoting this Summit for businesswomen.

"We must start to see more women entrepreneurs as clients," she added. "Until we do, and until we have reached an acceptable participation of this cluster of exporters, we cannot rest. We cannot lose our energy for recruiting and supporting this relatively new but dynamic business sector in the export arena." She urged governments "to provide targeted assistance in supporting the trade initiatives of women-owned businesses that are developing export markets."

For more information on the **2003 Global Summit of Women**, contact Krista Robertson, Trade Commissioner, DFAIT, at **(613) 996-4785**, or e-mail: krista.robertson@dfait-maeci.gc.ca

A calendar of events of interest to women in international trade can be found at www.infoexport.gc.ca/businesswomen ✪

Business in Africa

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participate in this aspect of African development.

With a population approaching 700 million — double that of the European Union — sub-Saharan Africa offers many business opportunities for the Canadian business person who participates in Africa's growth and development.

For more information, contact Don Butler, Sub-Saharan Africa Trade, DFAIT, tel.: **(613) 944-6586**, e-mail: don.butler@dfait-maeci.gc.ca ✪

The place to be for ICT

PT/Expo Comm China

BEIJING, CHINA — October 29 - November 2, 2002 — Canadian firms are invited to participate in the upcoming **PT/Expo Comm China**. More than 350,000 attendees from China and the Pacific Rim as well as 700 exhibiting companies representing 30 nations will come together during this event.

In the last decade, China has been a leader in economic growth. Most experts anticipate continued double-digit growth in that country's ICT sector over the next few years. China was Canada's 3rd largest export market for ICT products last year, with Canadian exports to mainland China more

than doubling from 2000 to 2001. With China's accession to the WTO, this will create further commercial opportunities for Canadian companies in that large country's ICT market.

Opportunity not to be missed

As the largest ICT industry exhibit in Asia, **PT/Expo Comm China** attracts wide participation from global telecommunications and ICT players. The event will showcase public information and communication services, network services, exchange and transmission technologies and equipment, terminal equipment, computer hardware equipment and software products, network technologies and related

products, and communications accessories. Advanced technology and equipment such as 3G mobile communications, satellite communications, network multimedia, WAP applications, IP network, and UDWDM and XDSL will also be featured.

Canadian companies looking to expand in the Chinese market are invited to showcase their products and services, take part in a technical seminar to a targeted Chinese audience, and network at a Networking Reception at the Canadian Embassy in Beijing.

For more information, contact Jacqueline Benoit, Industry Canada, tel.: **(613) 946-5801**, e-mail: benoit.jacqueline@ic.gc.ca or Rosaline Kwan, Canadian Embassy, Beijing, tel.: **(011-86-10) 6532-3536**, e-mail: rosaline.kwan@dfait-maeci.gc.ca ✪

CeBIT is back with a bang

HANNOVER, GERMANY — March 19-23, 2003 — The official Canadian presence is back at the world's largest Information and Communications Technology trade event, **CeBIT**.

The Department of Foreign Affairs and International Trade, in conjunction with Industry Canada, will have an information booth in the main Canadian

pavilion. In addition, a number of promotional activities are being prepared to raise the awareness of the Canadian presence at this leading global ICT event. Canadian Trade Officers from several European posts will be in attendance to advise exhibiting companies on opportunities in their respective markets.

For more information, contact Cliff Singleton, Commercial Officer, Canadian Consulate, Munich, tel.: **(011-49-89) 2199-5717**, fax: **(011-49-89) 2199-5757**, e-mail: munic-td@dfait-maeci.gc.ca or for information on exhibit options, go to www.hfcanada.com/cebit or visit www.cebit.de ✪

Canada at GITEK 2002

World's 3rd biggest IT show

DUBAI, UAE — October 13-17, 2002 — For the 6th consecutive year, Canada will be hosting a national pavilion organised by the Canadian Consulate in Dubai at the **Gulf Information and Technology Exhibition (GITEK)**.

Each year, more than 40,000 international visitors attend **GITEK**. Multimedia, video conferencing systems, graphic processors, network equipment, multi-lingual applications, on-line information and services, portable computers, CAD systems, telecommunications, software and equipment will be featured. Other on site activities include seminars and conferences and one hall has been reserved as a retail showcase specialising in home computer equipment. **GITEK** offers the overseas manufacturer a unique opportunity to establish a foothold in this very affluent region.

For more information, contact Fouad Soueid, Senior Commercial Officer, Canadian Consulate in Dubai, tel.: **(011-971-4) 352-1717**, e-mail: fouad.soueid@dfait-maeci.gc.ca ✪

IRAN PLAST 2002

TEHRAN, IRAN — December 10-14, 2002 — The first International Plastic and Rubber Exhibition, **Iran Plast 2002**, will take place in the Tehran Fairground. Raw and auxiliary material, machinery and equipment, finished and semi-finished products, technical and engineering services in the plastic and rubber industry will be exhibited.

For more information, contact Majid Bagherzadeh, Commercial Officer, Canadian Embassy, Tehran, tel.: **(011-98) 21-873-2623/6**, fax: **(011-98) 21-875-7057**, e-mail: majid.bagherzadeh@dfait-maeci.gc.ca ✪