

# business WOMEN 2015

in international trade

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## EXPORTING: A WORLD OF OPPORTUNITIES

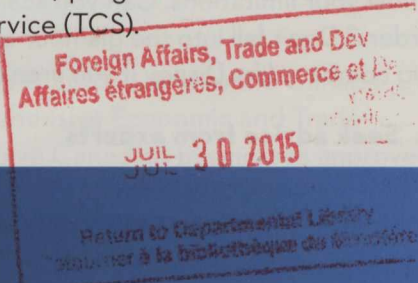
The signs of today's vibrant global marketplace are all around us: online, in stores and in the products we use every day. We buy from other countries. Why not sell to them, too? As a Canadian business woman, your goods and services are worthy of international attention, and the payback is often far more rewarding than what you can achieve in Canada alone.

That's exactly why Vancouver's Lindsay Nahmiache is opening a Jive Communications office in Los Angeles. She believes the risks of pursuing new markets are worth the rewards. "Our Toronto and Vancouver clients need public relations support in L.A. The decision is a calculated risk because we know the market. We looked at our business in Canada and asked whether it could sustain our existing staff and overhead during the expansion. The answer was, 'Yes, so let's do it!'"

### Take a strategic approach

Whether you're already doing business abroad, or just getting started, a strategic approach is essential to exploring new markets and maximizing your returns. Where do you start? Connect with the Business Women in International Trade (BWIT) program and the Canadian Trade Commissioner Service (TCS).

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## BUILDING ON OUR MOMENTUM

The year 2014 was the most successful for trade in Canadian history. It was a pivotal year for Canadian small and medium-sized enterprises (SMEs), with the conclusion of the Canada-European Union Comprehensive Economic and Trade Agreement (CETA) and the coming into force of the Canada-Korea Free Trade Agreement (CKFTA).

CETA will create new opportunities for Canadian companies across the European Union, a market of more than 500 million consumers. It is expected to boost Canada's economy by \$12 billion annually and increase bilateral trade by 20%.

CKFTA is expected to contribute \$1.7 billion each year to Canada's economy and increase Canadian exports to South Korea by 32%. It will provide a gateway for Canadian businesses into the growing and dynamic Asian marketplace.

Our government will continue to implement our trade strategy to support your global growth. We want to be the strong partner that SMEs can depend on to export successfully.

As Canadian business women, your potential to help grow the Canadian economy through trade is immense. This newsletter is here to provide step-by-step advice and direct you to our many valuable resources.

Together, we can continue to build on our momentum. We encourage you to take part in one of our trade missions, access the services offered by BWIT and the TCS, and participate in one of our 'Go Global' export workshops. We are committed to working shoulder to shoulder with you on your path to export success.



The Honourable  
Ed Fast  
Minister of  
International Trade



The Honourable  
Dr. K. Kellie Leitch  
Minister of Labour  
Minister of Status  
of Women

