

## Women's trade missions yield results

Are you planning to step up your international business development efforts? If so, it's time to start planning ahead for the next trade mission to the Women's Business Enterprise National Council (WBENC) National Conference & Business Fair. The event is held every year in June. Mark your calendar now!

The WBENC conference is the largest business fair in the U.S. for women-owned enterprises. It is also an excellent method to step up your efforts in this critical market. After all, where else can you meet with the top Fortune 500 companies and get access to contracts through their supplier diversity programs—all in the space of four days?

For Winnipeg's Lee Meagher, Founder and CEO of Scootaround Inc., participation in 2012 allowed her to secure a contract with Delta Airlines to significantly service them and grow at a much quicker pace. "I approached their senior procurement person at WBENC and had a chance to speak with him in-depth about our value proposition," she explains. "We had a contract signed in less than three weeks to provide our services to Delta worldwide."

The 2013 conference was held in Minneapolis, Minnesota. The theme? "Join Forces. Succeed Together." It couldn't be more fitting. After all, this annual trade mission allows Canadian delegates to join forces with successful business women and mentors from across Canada and the U.S. Each mission begins with a Canadian delegation briefing. During the WBENC conference, you may take part in meetings with buyers, mentoring opportunities and workshops covering topics such as successful government contracting, effective sales and marketing, and strategic alliances and joint ventures. You will also find out about supplier diversity opportunities available through set-aside buying programs with the U.S. government and Fortune 500 corporations including Coca-Cola, Dell, Target and UPS. If you're interested in joining us on the next mission, contact the BWIT team at [bwit@international.gc.ca](mailto:bwit@international.gc.ca).

### Did you know?

In 2011-2012, the Trade Commissioner Service provided services to 14,000 Canadian firms.



## At your service

With the Canadian Business Women in International Trade (BWIT) team on your side, you get the full strength of Canada's largest network of international trade professionals behind you. After all, as part of the Trade Commissioner Service (TCS), we serve your interests and help you leverage the incredible value it provides. With offices in 150 cities around the world and across Canada, the TCS supports Canadians with export advice and guidance to help you achieve your international business goals.

We're at your service. Our role is to:

- connect you to information and services specifically for women entrepreneurs, including: support networks, government resources and trade events.
- help you leverage supplier diversity procurement opportunities with Fortune 500 companies and governments through our TCS offices abroad and trade missions.
- represent business women and advocate for your commercial and economic success.

If you're serious about growing globally, stay connected with us and with other business women. Here's how in three easy steps:

1. Sign up to our mailing list. We'll send you a copy of next year's newsletter and keep you up-to-date with key information on business missions, events and news of interest throughout the year. Simply email us at [bwit@international.gc.ca](mailto:bwit@international.gc.ca).
2. Join our LinkedIn group and join the dialogue on topics such as certification, supplier diversity, market research, partnerships and much more. You'll find us and a full network of contacts at [linkd.in/bwit-faci](http://linkd.in/bwit-faci).
3. Explore our website at [businesswomenintrade.gc.ca](http://businesswomenintrade.gc.ca) and tap into our vast knowledge about everything that matters to your export efforts.

## Speeding up success for technology entrepreneurs

The Government of Canada's Canadian Technology Accelerator (CTA) initiative, led by the TCS, has expanded. Now, Canadian life science and information and communication technology startups have access to unique resources and contacts in Boston, San Francisco and New York to help fast-track their success internationally.

Ideal candidates are product-ready businesses with high growth potential and in need of strategic partnerships, new customers, funding and a local business development office.

Since 2009, the CTA has helped 170 Canadian companies. For more information, visit the TCS website at [tradecommissioner.gc.ca](http://tradecommissioner.gc.ca).