

WOMEN ENTREPRENEURS Connecting With the World



INTERNATIONAL TRADE CANADA (ITCAN)

Although exporting can appear daunting at times, especially to new exporters, the good news is that you don't have to go it alone. The Canadian Trade Commissioner Service is here to help you expand your business abroad. A network of more than 900 trade commissioners working in Canada and overseas, the Canadian Trade Commissioner Service helps companies like yours succeed in foreign markets by providing timely advice, valuable business intelligence and in-market assistance.

In Canada, trade commissioners working in regional offices can provide you with practical advice on marketing strategies and up to date market and sector information to help smooth your company's path to doing business abroad.

Trade commissioners working in our offices around the world can help your company make better business decisions by providing a range of in-market services, including investigating market prospects, identifying key contacts and troubleshooting difficulties. See page 3 for the office in your region.

Your gateway to the Canadian Trade Commissioner Service: The Virtual Trade Commissioner

By registering and becoming a client of the Canadian Trade Commissioner Service, you can obtain a Virtual Trade Commissioner, a personalized Web page specific to your company's international business interests. The Virtual Trade Commissioner provides on-line access to market research reports, business leads, business news, events and visit information that matches your industry sector and markets of interest. This tool also allows you to request services from trade commissioners in Canada and abroad who are responsible for your industry and target markets, as well as services from our partners, including: Export Development Canada; Agriculture and Agri-Food Canada; Canadian Commercial Corporation and Canadian Heritage.

To register for a Virtual Trade Commissioner, visit www.infoexport.gc.ca

CANADEXPORT

ITCan's international trade and investment publication provides Canadian businesses with information on export opportunities, trade fairs and missions and business conferences, as well as articles on international markets and successful Canadian exporters. CanadExport is available on-line at:

www.international.gc.ca/canadexport

ITCAN'S BUSINESSWOMEN IN TRADE WEB SITE -

www.infoexport.gc.ca/businesswomen -

is designed for businesswomen who are looking to export or improve their export performance. This site is your entry to ITCan's programs and services, including practical advice from experienced businesswomen, information on trade events and market leads and opportunities. It also includes links to key contacts in government support agencies, financial institutions, and a variety of regional, national and international associations.



Team Canada Inc. • Equipe Canada inc

EXPORTSOURCE

Exportsource.ca is Canada's most comprehensive source of on-line information on exporting. This site provides a world of export services and tools, whether you're considering exporting or have lots of experience. The popular Step-by-Step Guide to Exporting, available on the site or in print, walks you through every step of the exporting process. You can explore the full range of valuable services available to Canadian businesses with the help of the popular Roadmap to Exporting and the new Export Assistant. www.exportsource.ca



BUSINESS DEVELOPMENT BANK OF CANADA (BDC)

BDC is a financial institution wholly owned by the Government of Canada. BDC plays a leadership role in delivering financial, investment and consulting services to Canadian small business, with a particular focus on the technology and export sectors of the economy. BDC's solutions meet the needs of entrepreneurs at every stage of their business' development.

BDC has been actively supporting women entrepreneurs for over ten years. Since 1995, loans to this market segment have more than doubled, reaching \$1.6 billion at March 2005. In Canada, BDC counts a total of 5,600 women business leaders among its clientele.

In addition, BDC has announced the creation of a new \$25 million fund targeted to women entrepreneurs. BDC has dedicated this amount to increase the availability of financing for fast-growing, women-owned firms in Canada.

For more information, call 1-888-INFO-BDC or visit www.bdc.ca



GET GOING WITH EXPORT DEVELOPMENT CANADA (EDC)

EDC works closely with women entrepreneurs, helping them take advantage of export opportunities and get paid for their deals. A Crown corporation, EDC provides trade finance and credit insurance services for Canadian exporters and investors in some 200 world markets.

Get paid for your work

Can you afford a loss? Whether you export regularly or once a year, EDC Accounts Receivable Insurance (ARI) covers up to 90% of the loss if your buyer doesn't pay. And when export receivables are protected by ARI, banks are more willing to accept them as collateral in extending you a line of credit.

Get money to grow

One of the biggest obstacles smaller exporters face is getting access to enough money to fulfill new export contracts or to post the necessary bonds. EDC can offer various risk-sharing guarantees to banks so they could lend you more money.

Get practical information

Whether you want to assess your export readiness, check the credit history of a potential buyer, or review free export-related tools, you'll find it at: www.edc.ca/womex

If you are working out the details of an export contract with a potential U.S. or foreign customer, call 1-866-857-6031.

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CONSTRUCT CANADA 2005: Canada's largest construction show

Toronto, November 30-December 2, 2005 > International trade and business opportunities for Canadian construction services, building products and technologies will be a major focus at Construct Canada 2005. This 17th annual show is held concurrently with the HomeBuilder & Renovator Expo, PM Expo, Concrete Canada, and DesignTrends.

With over 1,100 exhibits and 21,000 attendees expected, the five shows will feature the latest in new Canadian products and technologies used for the design, construction, operation, retrofit and renovation of all types of buildings. The exhibits will cover 49 different categories of products and services.

As part of Construct Canada, Team Canada Inc partners have once again organized an international business program. This represents a unique opportunity for Canadian companies to unlock new global markets, as well as for international visitors to meet export-ready Canadian firms.

The program at Construct Canada is a coordinated effort on the part of Canada Mortgage and Housing Corporation (CMHC) International, the Canadian Trade Commissioner Service of International Trade Canada, Ontario Exports Inc. and the Canadian Construction Association.

November 30: International business program (presentations, luncheon and networking session)

Government programs and services for Canadian firms doing business internationally

This session will provide an overview of Team Canada Inc trade programs, services and resources offered by the federal and provincial government as well as Crown corporations to assist Canadian firms in exporting their products and services. Discussions will include advice on how a Canadian company can effectively use Internet resources such as Export Source and Strategis to research foreign markets and to promote their company abroad. In addition, the Virtual Trade Commissioner, a personalized Web service for export-ready Canadian companies, will be discussed.

The construction boom in China:

Increased business opportunities for Canadian firms

Canadian architects, contractors, engineers, building product manufacturers and suppliers are busier than ever before in China. This session will examine the residential and commercial construction markets in China, the growing acceptance of North American design and building technologies and the opportunities for Canadian firms in this market.

Discover a world of housing opportunities with wood-frame construction

Canadians have learned to build houses that are energy efficient, durable, innovative, comfortable, healthy and adaptable to the challenges of almost any location. This session will examine step-by-step the wood-frame building system and its adaptability to markets around the world.

Networking luncheon

An opportunity to meet and network with international visitors and foreign companies in the construction and building products sector. Admission for the luncheon for international visitors is included in their registration fee. Canadian firms and executives can purchase individual tickets.

International networking session

During this afternoon session, Canadian architects, contractors, engineers, manufacturers and suppliers can meet with Canadian trade commissioners from key foreign markets to discuss export opportunities in their respective markets. International delegates will have the opportunity to connect with Canadian companies that have an interest in their market.

December 1 and 2: Visit exhibits

These two days will be devoted to touring the 1,100 exhibits at the show, as well as visiting the CMHC innovative technology showcase and the hands-on demonstrations on the exhibit floor. International visitors can focus on exhibitors that have an interest in exporting to specific global markets.

An international business centre will be open to facilitate ongoing contact between Canadian firms and trade commissioners or international visitors to discuss potential business and trade opportunities.

New for 2005: Matchmaking services

For an additional fee, international visitors can purchase matchmaking services that will provide them with up to four personal meetings with appropriate Canadian firms during the week of November 28, offering them greater access to Canada's housing systems, building technologies, products and expertise.

For more information, or to register for the international business program, contact: York Communications, tel.: (416) 512-1215, ext. 229, e-mail: evelyn@yorkcom.to, Web site: www.constructcanada.com.