

## Backgrounder

# CANADIAN BUSINESSWOMEN'S INTERNATIONAL TRADE MISSION TRADE SUMMIT AND AGREEMENTS

### Research Coalition and Trade Summit

The coalition will:

- foster more research on the role of Canadian companies owned and led by women in international markets;
- pool resources and efforts of participating organizations;
- act on many of the recommendations of the Conference on Women Entrepreneurs, sponsored by the Organization for Economic Co-operation and Development in Paris last April;
- pave the way for the Canada-U.S. women's trade summit.

It will be steered by the Department of Foreign Affairs and International Trade, Industry Canada, and Status of Women Canada and will include participants from universities, provincial governments and the private sector.

The Royal Bank of Canada, IBM Canada, and Business Development Bank of Canada have announced their support for the trade summit. The Royal Bank has also pledged to support the coalition. In addition, the National Association of Women Business Owners in the United States and the Women Entrepreneurs of Canada Foundation today signed a Memorandum of Understanding on joint research and will join the coalition.

JoAnna Townsend, Director of the Small to Medium-Sized Enterprise Division in the Department of Foreign Affairs and International Trade, has recently been named by International Trade Minister Sergio Marchi to co-ordinate the Department's activities in support of the activity.

Toronto's York University has been selected as the summit site following an offer from Lorna Marsden, the university's President.

### Agreements

Agreements and contracts signed in Washington today include:

- **TRI-AD International of Mississauga, Ontario** (Linda Collier, President) entered a partnership agreement with Surfair of Atlanta, Georgia in which Surfair will promote TRI-AD