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business WOMEN IN INTERNATIONAL TRADE

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As Minister of International Trade, it gives me great pleasure to address readers of the 2012 edition of *Business Women in International Trade*. The focus of this issue is the emerging economies of Brazil, Russia, India and China—the BRIC economies.

My top priority is to pursue our government's low-tax, pro-trade plan for jobs and economic growth to benefit hard-working Canadians.

This includes helping to open new doors for Canadian businesses owned and operated by women, which are a driving force for Canadian jobs and prosperity.

Having led trade missions to China, India and Brazil, I have seen firsthand the tremendous opportunities that exist for Canadian enterprises in these countries. Together, the BRIC economies account for more than 17 percent of the world's gross domestic product. They also have impressively high rates of economic growth and contain more than 40 percent of the world's population. Many successful women entrepreneurs are already embracing these opportunities. I encourage you to read their stories and to contact the Canadian Trade Commissioner Service to find out how you, too, can be part of this growth.

My message to you is a simple one: you can count on our government to continue deepening and broadening Canada's trade and investment ties with BRIC economies and to create the conditions for your success through international trade. This is a key part of the Government of Canada's ambitious plan to keep our highly trade-oriented economy strong and growing.

I look forward to meeting many of you during the year ahead and wish you continued success.



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Honourable Ed Fast

Minister of International Trade and Minister for the Asia-Pacific Gateway

Doing business with BRIC countries

Are you looking for new markets to explore? Perhaps it's time to shift your strategy to the "big four": Brazil, Russia, India and China. Known collectively as the BRIC economies, these four countries offer promise for business women who understand the opportunities, study the markets and approach them with patience, commitment and a sound market-entry strategy.

Canadian women have built their reputations, forged relationships and successfully done business on the ground in BRIC markets for decades. Toronto's Designcorp, for example, has been developing retail and living spaces, shopping centres and entertainment complexes in Brazil for 25 years. Designcorp President Hilda Kopff says, "We went to Brazil when no one wanted to go there. Since then, 80 percent of our business has been international. Brazil has really been the highlight of my career." It's never too late to join the ranks of trailblazing entrepreneurs like Kopff. Economic growth in BRIC markets continues to drive demand for the wide variety of products and services that Canadian business women offer.

On everyone's radar is China. The world's second largest economy with average yearly GDP growth of 10 percent since 1980, China is a commercial powerhouse. It is Canada's second-largest trading partner after the United States. With 1.3 billion people in China in 2010, the country's middle class is expanding and so, too, is demand for a wide range of goods and services.

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Break into the BRICs

Brazil, Russia, India and China offer market diversification potential for international business women. Get a running start on these crucial markets with the 2012 edition of *Business Women in International Trade*. It's packed with market information, advice and the stories of women who've made it. Be inspired and start planning your strategy today!



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