

## FREE TRADE: YOUR GLOBAL GATEWAY



Tara Kelly, President and CEO  
Splice Software

Tara Kelly knows a great opportunity when she sees one. As President and CEO of Calgary-based Splice Software, she is expanding the company's international footprint in countries that have signed free trade agreements (FTAs) with Canada.

"Free trade significantly reduces the risk for our global expansion," explains Kelly.

"Canada's FTAs provide a consistent framework from market to market. I know how to make the agreement's principles work for us at all levels - cash flow, hiring and taxation."

With 11 free trade agreements in place, the doors to countries such as Chile, Colombia, Israel, Jordan, Mexico, Peru and the U.S., among others, are wide open to Canadian business women. Recently, the Canada-Korea Free Trade Agreement (CKFTA) came into force, levelling the playing field for Canadians and eliminating tariffs in a broad range of sectors, such as agri-food products, fish and seafood, forestry products and industrial goods.

Mariette Mulaire, President and CEO of the World Trade Centre Winnipeg, has joined two trade missions to South Korea over the past year.

"We're targeting the market because it's an excellent entry point into Asia. South Korean business people have an expression that means, 'Let's go. Let's do it.' They have a hunger to get down to business - and that approach works well with Canadians."

As for Kelly, her next stop is Europe, where the Canada-European Union Comprehensive Economic and Trade Agreement (CETA) will give Canadian businesses improved access to 500 million people and the world's largest economy. The agreement will eliminate 98% of tariffs on non-agricultural products, and close to 94% on agricultural products. Opportunities for Canadian business women abound in sectors such as agri-food, automotive, chemicals, forestry products, minerals, plastics, processed and manufactured goods, and professional services.

"Canada has strong relationships with Europe and we've established a reputation for high quality, fair contracts and trustworthiness," says Kelly. "We should be proud of the free trade groundwork we've laid. It allows us to bring more international dollars back into Canada and build strong markets."



## EXPORTING? MAKE BWIT YOUR FIRST STOP

In a business world that is information rich and time starved, creating a solid network of expert advisors can make all the difference to focusing your export efforts. After all, you need quick and simple access to the programs, resources and expertise that will help you succeed globally. The BWIT program is designed to fill that need.

Export consultant Deborah Youden works with the Newfoundland and Labrador Organization of Women Entrepreneurs. She says that BWIT is her 'go to' resource when it comes to serving her clients with expert advice, women-focused trade missions, partnership opportunities or connecting with in-market contacts.

"BWIT is one of my first stops when I work with clients. They have incredible contacts throughout the world," says Youden. "They work extremely hard to create high value international experiences for our business women. I've participated in a number of their trade missions and the experience for our business women is phenomenal."

### Did you know?

The Canadian Trade Commissioner Service operates in over 175 cities worldwide and serves 15,000+ clients each year.

The TCS offers four key services:

1. Preparing for international markets
2. Assessing market potential
3. Finding qualified contacts
4. Resolving problems

The TCS provides access to market reports, accelerator programs and trade missions. To find out more, visit [tradecommissioner.gc.ca](http://tradecommissioner.gc.ca).



Deputy Minister T. Christine Hogan and Chief Trade Commissioner, Susan Bincoletto, participate in a site visit to Imprint Plus, a successful global woman-owned company in Richmond, BC and a client of the Trade Commissioner Service.