

Cultural Industries: WIN Exports Can Now Accommodate Your Needs

The WIN Exports database has just been revised to include Cultural Industries as a distinct sector.

As many exporters are aware, WIN Exports is the Department of Foreign Affairs and International Trade's (DFAIT) computerized database of Canadian exporters and their capabilities. DFAIT has been using this database with great success, constantly striving to address the needs of its clients.

With the new changes you can now register in WIN Exports using the category that best describes your specific industry. Here are the new headings within the Cultural Industries sector: Publishing; Film & Video; Broadcasting; New Media

& Multimedia; Music Industry; Performing Arts; Visual Arts; Craft (wood carvers, glass blowers, potters, jewellers, etc.); Photography/Advertising/Mass-produced Art; Heritage & Festivals.

It's easy to register your company in WIN Exports if you are an exporter (or an export-ready firm that expects to be actively exporting soon). Please fax a request for registration, on your company letterhead, to the Export Development Division, DFAIT, at 1-800-667-3802 (944-1078 for the National Capital Region). WIN-registered companies automatically receive *CanadExport* — so there is no need for such companies to subscribe to the newsletter.

For additional information on WIN Exports, please call the hot line at 1-800-551-4946 or 944-4946 for the National Capital Region. You may also visit the WIN Exports Web site at <http://www.infoexport.gc.ca/section2/winexp-e.asp>

Qualifying companies will be sent a detailed questionnaire for completion on receipt of the registration request and will also be asked to provide a company marketing profile.

For additional information on the Arts and Cultural Industries Program, call (613) 992-1557. You may also visit DFAIT's Arts and Cultural Industries Web site at <http://www.dfait-maeci.gc.ca/arts/menu-e.htm>

CANADIAN EMBASSY IN WASHINGTON HONOURS BUSINESSWOMEN

Canada's Ambassador to the United States Raymond Chrétien presented the first Canadian Embassy Businesswomen's Award during a Special Salute to Women Awards Luncheon at the Leadership into the Next Millennium Conference, held last October at the U.S. Chamber of Commerce in Washington, D.C.

The Award recognized 12 Canadians (nine of them appear in photo above) for their outstanding contribution to the businesswomen's community in Canada and, in particular, highlighted the fact that Canadian women business owners and entrepreneurs can and are increasingly

The Award was developed under the Canadian Women's International Business Initiative (CWIBI), an Embassy program encouraging more Canadian women business owners to consider exporting as an option for growing their businesses.

At the Leadership Conference, the Embassy was also honoured with an award from the prestigious Business Women's Network of Washington, D.C., in recognition of the various initiatives that the Embassy has undertaken on international business development for Canadian businesswomen, and its involvement in the first Canada-



From left to right: Nicole Beaudoin, President - Quebec Business Women's Network; Astrid Pregel - Minister-Counsellor (Commercial), Canadian Embassy, Washington, DC; Sarmite Bulte - MP, Parkdale-High Park; Charlie Coffey, Executive Vice-President, Business Banking, Royal Bank of Canada; Debi DeBelser - President, Northwest Pipe & Supply Co. Inc.; Jocelyna Dubuc - Founder, Le Centre de Santé d'Eastman; Evelyn Jacks - President, The Jacks Institute; Dr. Lorna Marsden - President and Vice-Chancellor, York University; Lisette (Lee) McDonald - CEO, Southmedic Inc.; Jo-Anne Schurman - Owner, The Loyalist Country Inn; Nancy Smith - President, The NextMedia Company Ltd.; Stan Krejci - President, Canadian-American Business Council; Doug Waddell - Minister (Economic) and Deputy Head of Mission, Canadian Embassy, Washington, DC.

USA Businesswomen's Trade Summit to take place May 17-21, 1999, in Toronto (www.businesswomensummit.com)