

Business Women in International Trade Portfolio *Did You Know?*

business
Women
IN INTERNATIONAL TRADE

Foreign Affairs and International Trade Canada (DFAIT) has a Business Women in International Trade section dedicated to helping women succeed in the global marketplace. Whether you are already doing business internationally or simply want to find out more about exporting and how to get started, you can tap into the available resources and expertise.

What We Do

- **OUTREACH AND CONSULTATIONS:** Proactive work with business women's associations regionally, nationally and internationally - from supporting trade missions and events to providing high-level government speakers for international gatherings involving women and trade. This is designed to create linkages and to ensure business women are aware of the many support services available to help them succeed internationally.
- **PARTNERSHIPS:** Forging partnerships with other government departments and agencies on initiatives that will benefit business women - for example, by bringing together key government representatives and leaders in the business women community to help kick-start the *WEConnect Canada* initiative (see page 1).
- **TRADE MISSIONS:** Supporting initiatives such as the 2008 Organization of Women in International Trade (OWIT) Women's Trade Mission to Monterrey, Mexico, and leading departmental missions such as the 2008 Canadian Business Women's Trade Mission to Barbados and Jamaica. These introduce women to excellent contacts in new markets and provide valuable matchmaking with local businesses to facilitate export development and growth.
- **RESEARCH AND AWARENESS:** Supporting research on gender and trade issues by leading think-tanks like APEC's Gender Focal Point Network and the Women Leaders' Network. Gender and trade was a major theme at the APEC (Asia-Pacific Economic Cooperation) gender-related meetings and events hosted by Peru in May 2008. Canada presented findings of research commissioned by DFAIT on the differential impacts of free trade on women and men. Promoting equality for women in business is one of the central aims of the promotion of female entrepreneurship.



[1] Deborah Stern, President of the South Florida Chapter of the Organization of Women in International Trade (OWIT-South Florida) presents Marcy Grossman, Consul General of Canada, Canadian Consulate in Miami, with the prestigious 2008 Special Ambassador award, which she received in recognition of her dedication to and support of the South Florida international community.

[above left] Josie Mousseau (centre), Trade Commissioner, Business Women in Trade, at 2008 OWIT JoAnna Townsend Awards with Ariane (left) and Genevieve Friesen (right), daughters of now deceased women's trade advocate JoAnna Townsend, whose work at DFAIT had far-reaching benefits for promoting women and exporting.

[above right] Candice Rice (left), Trade Commissioner, Toronto Regional Office, with 2008 JoAnna Townsend Award Winner Mary Anderson, honoured for being a champion of women in trade.

Women entrepreneurs participated in a *WEConnect Canada* information session hosted by DFAIT in the fall of 2008.

Resources to Help You

www.businesswomenintrade.gc.ca has had a facelift. Whether you are an aspiring, new or seasoned exporter, be sure to check it out. It's full of tips and resources, as well as profiles of dynamic women exporters sharing their real-world advice.

To be added to our database to receive future issues of this newsletter, information about upcoming trade missions and other trade-related news for women, e-mail Josie L. Mousseau at josie.mousseau@international.gc.ca

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