

## FAST-TRACK YOUR GLOBAL GROWTH WITH CANEXPORT



Renée Safrata, CEO  
Vivo Team

Renée Safrata is breaking into the U.S. market 18 months sooner than planned, and she credits the CanExport program for getting her there. The CEO of Vivo Team, a web platform that analyzes team productivity and provides training solutions for improved performance, was recently awarded nearly \$50,000 in matching funds over three years to explore the U.S. market's potential for her growing business.

"We are conducting focus groups in four American cities with 150 businesses that have expressed a real interest in our offering," says Safrata. "The focus groups will help us determine our positioning so we can tailor our marketing and branding to meet our clients' needs."

Delivered by the Trade Commissioner Service (TCS), CanExport is a five-year, \$50 million program that provides financial support to small and medium-sized enterprises (SMEs) looking to develop new export markets. The program funds a wide range of export marketing activities, such as travel, participation in trade shows and trade missions, creating or translating marketing products, and more. Non-repayable contributions range from \$10,000 to \$99,999 per project.

Since the program was launched in January 2016, CanExport has approved funding for 550 Canadian SMEs. To date, Global Affairs Canada has committed more than \$17.5 million to support Canadian SMEs entering new markets.

"Successful applicants demonstrate that they have a solid plan in place," explains Elise Racicot, CanExport Program Manager. "They have identified their partners and clients, and have the resources they need to break into the market."

For Vivo Team, the support received from BWIT and the TCS has been indispensable. "They have been with us every step of the way," says Safrata. "We were able to rework our application based on BWIT's feedback. Once you are approved for funding, the TCS is very keen to support you with advice and on-the-ground knowledge."

As for words of advice for potential applicants to the CanExport program, Safrata's message is simple: "Be very thorough with your application. Provide a detailed budget and show how you will use the funds."

To apply for CanExport funding, visit [international.gc.ca/canexport](http://international.gc.ca/canexport).

## WOMEN ON THE WORLD STAGE

Canadian business women are making their mark on the international stage. From international meetings such as Asia-Pacific Economic Cooperation (APEC) to the G20 gatherings of the world's top economies, women are shaping the global agenda and advocating for women's causes worldwide.

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"I applaud the G20's decision in 2015 to add a new formal women's engagement group to the agenda, to better integrate women's perspectives and a gender equality lens across the G20. It's encouraging that our global leaders want to advance the United Nations' Sustainable Development Goals on female labour and youth employment. I'm extremely pleased the G20 leaders committed to supporting 'policies that encourage firms of all sizes—in particular, women entrepreneurs, youth entrepreneurs and women-led companies' at their 2016 Leaders' Summit."

**Laurel Douglas**, CEO, Women's Enterprise Centre, B.C.  
Canadian delegate at the W20 in Beijing, China in May 2016

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"As G20 Sherpa for the Prime Minister, one of my top priorities is to ensure that Canada's engagement at the G20 serves to expand opportunities for women and girls to benefit from and contribute to economic prosperity. This includes inviting their recommendations to inform policy development within the G20, and reflecting their interests and priorities in G20 leaders' commitments. Canada wants to promote women's leadership and highlight the important role that women play as drivers of the economy."

**Vincent Rigby**, Prime Minister's G20 Sherpa  
Assistant Deputy Minister, Strategic Policy  
Global Affairs Canada

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"Any group that is under-represented in the global economy needs to be recognized in government policy. Empowering women to start businesses is a tool for social change. It comes from conveying the message that entrepreneurship is a career choice, and that women have skills they can commercialize. I've walked that path. It was an honour to stand up and share my story, and to inspire other women."

**Anne Whelan**, President and CEO, Seafair Capital  
Canadian representative at the APEC Forum in  
Lima, Peru in June 2016