

Sector Spotlight

Our infrastructure strengths

Power | Water and wastewater | Social infrastructure (health care and education) | Transportation | Green building

Building bridges to global infrastructure markets

Does your business excel at architecture, construction, engineering, evaluation, finance or project management? If so, now is the time to join the ranks of Canadian business women who are taking advantage of global infrastructure supply chain opportunities.

The sector accounts for 1.1 million Canadian jobs and \$6B in exports (Statistics Canada, 2012). DFATD's Infrastructure sector team supports Canadian firms by promoting their capabilities abroad, developing strategies to grow Canada's share of the global market, matching Canadian companies to specific trade leads and coordinating trade missions.

Team member Maria Pantazi-Peck advises business clients in the sector. She says that Canada has unique strengths in infrastructure, including private-public partnerships, or PPPs. "We're in a better place to compete for tenders because of this niche. We have a strong banking and financial services sector to support PPPs and most of our engineering companies are also well-versed. This puts Canada at a competitive advantage because other governments look to us for PPP advisory services, including Croatia, Hungary, Poland and Turkey."

Pantazi-Peck says small companies looking to explore the global infrastructure market should focus on offering niche expertise or innovative products. "When you see a market with good long-term potential, set up your office there or work with a good local partner. And don't forget to connect with the TCS to make the most of your opportunity."



Save the date!

June 22-25, 2014
Canadian Trade Mission to
WBENC National Conference
and Business Fair
Philadelphia, Pennsylvania
wbenc.org/wbencconf

September 30 to October 1, 2014
WEConnect International in
partnership with Quebec's
Business Women's Network,
Annual Conference
Montreal, Quebec
weconnectinternational.org
rfaq.ca

October 19-25, 2014
Small Business Week, Business
Development Bank of Canada
Events across Canada bdc.ca/sbw

November 2014
Opening Doors, WBE Canada
Annual Conference
Toronto, Ontario
wbecanada.org

March 8, 2015
International Women's Day
Up-to-date information and
events at:
businesswomenintrade.gc.ca

April 2015
Diversity Procurement Fair,
Canadian Aboriginal and
Minority Supplier Council
Toronto, Ontario
camsc.ca

For up-to-date information on upcoming events for business women, visit our website at businesswomenintrade.gc.ca and sign up.

Sign up now! New directory for women-owned businesses

Do you need an international marketing assistant? Look no further than the new specialized directory for women-owned businesses. It is part of the **Canadian Company Capabilities (CCC)** database, a free service offered to all Canadian companies which is accessed by 5 million domestic and international procurement professionals, distributors and partners each year.

BWIT partnered with Industry Canada to allow you to identify your firm as 'woman-owned' in the CCC database, giving you easy access to buyers and partners worldwide who want to do business with you.

If your business is not yet listed, registering is quick and easy. Simply sign up, then list your products, services, trade experience and technology. Don't forget to flag that you're woman-owned. Then, let the directory do the work for you!

Sign up today at: ic.gc.ca/bwit



Chief Trade Commissioner Susan Bincoletto with the BWIT team and Industry Canada officials