

## Women Entrepreneurs Connecting with the World

### Department of Foreign Affairs and International Trade (DFAIT)

Although exporting can appear daunting at times, especially to new exporters, the good news is that you don't have to go it alone. The Canadian Trade Commissioner Service (TCS) of the Department of Foreign Affairs and International Trade (DFAIT) along with other government departments and agencies offer a broad range of valuable programs and services to help you do business abroad. To learn more about our programs visit <http://www.infoexport.gc.ca/ie-en/OtherServices.jsp>

#### REGISTER AS A CLIENT

If you have researched and selected the target markets for your products, services or technologies, we invite you to register as a client of the Trade Commissioner Service. Registering with us will give you:

- ▶ free access to our six core services in your target market;
- ▶ free access to your own Virtual Trade Commissioner Web page with personalized information on your target markets according to your industry sector;
- ▶ international business leads from the International Business Opportunities Centre;
- ▶ free international promotion of your company — like having an endless supply of marketing brochures on the desks of our Trade Commissioners around the world.

For more information, go to <http://www.infoexport.gc.ca/ie-en/login.jsp>

**DFAIT's Businesswomen in Trade Web Site** — [www.infoexport.gc.ca/businesswomen](http://www.infoexport.gc.ca/businesswomen) is tailored to businesses that are looking to export or improve their export performance. This site offers practical advice from experienced businesswomen, information on trade events and market leads and opportunities. It also includes links to key contacts in regional, national and international associations, government support agencies and financial institutions.

#### International Business Opportunities Centre (IBOC)

**DISCOVER A WORLD OF BUSINESS LEADS — E-LEADS®** Through IBOC's electronic leads system, e-Leads®, international business leads can be delivered from foreign buyers to the desktops of Canadian companies. Canadian companies are invited to subscribe free of charge to the Centre's electronic leads service by completing a profile which captures export activity preferences by products, services and priority markets.

Visit <http://www.eleads.ca/cancompanies/default-e.asp> or call 1-888-811-1119 for more information.

#### MARKET REPORTS

The Trade Commissioner Service (TCS) Market Research Centre produces timely market information to help Canadian exporters identify new markets for their products and services. Country and sector-specific market reports and market briefs cover a broad range of business interests — everything from agri-food and bio-industries

to information and communication technologies. Over 1,000 market reports and market briefs are currently available on the TCS international trade Internet page, InfoExport, at <http://www.infoexport.gc.ca/ie-en/MarketReportsPmdServices.jsp>.

#### ON-LINE EXPORT INFORMATION

##### Exportsource

Whether you are new to exporting or have years of experience, Exportsource is Canada's most comprehensive on-line source for export information.

Find the information you need quickly and efficiently by visiting <http://www.exportsource.gc.ca> by calling 1-888-811-1119.

##### Team Canada and Business Development Missions

Targetting specific, promising markets for exporters the Team Canada missions and DFAIT's business development missions are an important component of Canada's efforts to increase trade and investment and create jobs and growth in Canada.

Find out how to join a mission, get details of previous Team Canada, Canada Trade Missions and business development missions and access a list of success stories and testimonials by visiting the Team Canada Web site at <http://www.tcm-mec.gc.ca/menu-en.asp> or calling 1-613-944-2520 for more information.

##### Program for Export Market Development (PEMD)

PEMD provides financial assistance to companies and trade associations to help them develop new export markets on a cost-shared basis. The Program is available to Canadian companies with annual sales between \$250,000 and \$10 million. Eligible costs are shared on a fifty-fifty basis, with the repayable contribution based on the company's export success.

To learn more about the programs contact your nearest International Trade Centre, visit <http://dfait-maeci.gc.ca/pemd/menu-en.asp> or call 1-888-811-1119.

##### CanadExport

DFAIT's international trade and investment newsletter provides Canadian businesses with information on export opportunities, trade fairs and missions and business conferences as well as features and articles on export markets and successful Canadian exporters.

CanadExport is available on-line at <http://198.103.104.42/canadexport/menu-en.asp>

##### PROGRAMS FOR NEW EXPORTERS

There are a number of programs to help you learn about international markets and how to gain access to them. These include the New Exporters to Border States (NEBS) program, targeted at new-to-exporting companies keen to enter the American market; EXTUS, a program for Canadian companies already exporting to the U.S. border states that wish to expand into other U.S. market regions; New Exporters to Overseas (NEXOS), a program for companies interested in Western European

markets; and New Exporters to South America (NEXSA) to assist companies looking for opportunities in South America.

For more information, go to <http://www.strategis.ic.gc.ca>

#### Business Development Bank of Canada



Business Development Bank of Canada  
Banque de développement du Canada

The Business Development Bank of Canada (BDC) is a financial institution wholly owned by the Government of Canada. BDC plays a leadership role in delivering financial, investment and consulting services to Canadian small business, with a particular focus on the technology and export sectors of the economy. BDC's solutions meet the needs of entrepreneurs at every stage of their business' development.

For more information call 1 888 INFO BDC, or visit [www.bdc.ca](http://www.bdc.ca)



Export Development Canada  
Exportation et développement Canada

#### Export Development Canada (EDC)

##### Go Farther, Get Paid - with EDC

If you export or plan to market your products or services abroad, it's time to look at Export Development Canada\*. As Canada's specialist in insuring and financing international deals, EDC takes your products and services farther and ensures you get paid for your hard work — whether you are a novice or experienced exporter. Here are the top three tools used by women exporters:

1. **Accounts Receivable Insurance** protects your foreign sales against non-payment by your buyers, covering up to 90% of the loss; it also helps you get more working capital from your bank.
2. **Master Accounts Receivable Guarantee (MARG)** helps smaller exporters get additional financing from any of nine financial institutions. EDC guarantees this line-of-credit based on your foreign accounts receivable.

3. **EDC's web-based tools — www.edc.ca/e-services** — lets you determine your foreign buyer's credit profile, and/or insure a single transaction — it's fast and inexpensive. If you are just starting to export, use EXPORTable? our free diagnostic tool.
- Need more information? Call the EDC Hotline: 1-866-857-6031. Visit [www.edc.ca](http://www.edc.ca)

\*EDC is a Crown corporation reporting to the Minister for International Trade

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## Central Europe boom

# EU-bound countries come of age

In early December 2002, the three senior trade commissioners from Canadian embassies in Budapest, Prague and Warsaw—along with the Warsaw-based representative of Export Development Canada (EDC)—participated in an outreach program in Ottawa, Montreal, Toronto, Windsor, Saskatoon, Calgary and Vancouver, attracting some 1,100 participants. The three posts in Central Europe, in cooperation with EDC, are implementing a regional promotional approach to Central Europe rather than focusing on individual country markets.

The seminars had four objectives: promote Central Europe as an attractive market for Canadian exporters; raise the profile of the region as a whole in Canada; meet exporters in priority sectors (food and agriculture products; environment; construction; transportation and automotive; information and communications technologies); and invite Canadian exporters already active in one Central European country—along with the organizations supporting them—to widen their horizons and explore market opportunities in the rest of the region.

#### Opportunities

The European Union (EU) accession in May 2004 of Poland, Hungary, the Czech Republic, Slovakia and Slovenia—65 million consumers strong—will provide Canadian firms in the region with a stepping stone to what will become the largest free trade zone in the world—the EU. In addition, the gatherings across Canada stressed that the Central European region can also provide Canadian companies with a gateway to Eastern Europe and the Balkans.

There are excellent opportunities in Central Europe for Canadian exporters and investors who wish to approach new local markets from a base within the region. Generally, growth in Central Europe has been higher on average than in other European countries; the EU predicts impressive economic growth of 4% for 2003 and 2004, the largest growth of any region in the world.

## EUROPE

Central Europe has also received a very large amount of foreign direct investment in the last five years. All this good news has created an environment where attractive projects in all areas of industrial activity are being planned, and Canadian companies are in an excellent position to pursue them.

#### Look to the future

Feedback from the events indicates that many participants intend to pursue

opportunities in Central Europe. "The networking was great. I will be contacting the presenters," said one participant. The outreach tour also proved that Canadian businesses have become more sophisticated in their understanding of the region. The perception of Central Europe is changing; it is no longer in transition, but offers excellent business opportunities in a low-risk, sophisticated environment with fewer competitors (for a little while anyway).

**For more information**, consult the Warsaw, Budapest and Prague sections of the Trade Commissioner Service Web site ([www.infoexport.gc.ca](http://www.infoexport.gc.ca)) or contact Pierre Boucley, Trade Commissioner, Baltic, Central European and Eastern Mediterranean Countries Division, DFAIT, tel.: (613) 992-1449, fax: (613) 995-8756, e-mail: [pierre.boucley@dfait-maeci.gc.ca](mailto:pierre.boucley@dfait-maeci.gc.ca) \*

## The Renaissance Eastern Europe program

Do you want to invest in Central and Eastern Europe? The Canadian International Development Agency (CIDA) can help. The **Renaissance Eastern Europe (REE)** program is administered by CIDA and aims to support Canadian firms that want to invest in Central and Eastern European countries to promote sustainable economic growth. The REE program supports the creation of joint ventures and subsidiaries and co-finances viability studies to analyze all factors in establishing a profitable business. The program also co-finances training for new business staff. By paying part of the costs, the program helps to reduce some of the risks involved in business investments.

Investing in Central and Eastern European countries gives Canadian companies access to new markets and qualified human resources. The REE program can be a gateway for Canadian investors who wish to grow in the European Union.

**For more information** on the REE program, tel.: (819) 956-8343, toll-free in Canada: 1-800-230-6349, fax: (819) 994-1208, Web site: [www.acdi-cida.gc.ca/ree](http://www.acdi-cida.gc.ca/ree) \*