

business women IN TRADE

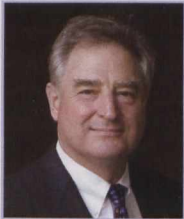
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They “rocked” Washington! See inside to find out more about these 100 plus businesswomen who participated in the first international trade mission for Canadian women a decade ago.



Women are not only playing an active role in international trade – but many businesswomen, such as the award winners profiled within this issue, are excelling in highly-competitive industries in the global arena. Indeed, they are outstanding role models for all Canadian businesses at a time of increasing globalization and competition.

It's more important than ever to sharpen our entrepreneurial instincts as a country. Global value and supply chains, combined with successive breakthroughs in information and communications technology, have fuelled nothing short of a revolution in international commerce. Distances are shrinking, borders are being erased, and countries like China, India and Brazil are coming to the fore, and challenging all trading nations to become more competitive and more entrepreneurial.

The stories of these women trailblazers help show the way.

In recognition of women's growing role in international trade, Prime Minister Stephen Harper recently appointed Helena Guergis as Secretary of State for Foreign Affairs, International Trade & Sport. This new position underscores the important role played by women in Canada's economic performance. It also serves as another channel to solicit input on ways to redefine how the government can best work with the private sector to meet your international business needs.

Our department has a strong tradition of support to Canadian business, including Trade Commissioners and other resources to help you export and invest abroad.

I encourage all business leaders to think about their companies in the context of the global economy. There are many opportunities to expand into other markets, or form partnerships with other international companies. Your leadership is putting Canadian companies at the forefront. Keep up the good work!

David Emerson
Minister of International Trade



This year's issue of *Businesswomen in Trade* marks an important milestone: the 10th anniversary of the first-ever all-women Canadian trade mission to Washington, D.C. in 1997.

Back then, there was little known about women entrepreneurs and it took a cross-country recruitment drive to find and select those interested in exporting. In the end, over 100 Canadian women from coast to coast participated in the mission.

For this issue, we tracked down many of these women to find out where they are today and whether participating in that historic mission a decade ago was indeed pivotal for their business and export growth. You can read some of their stories in these pages. Many learned a great deal to help accelerate export success, some even closed deals during and after the mission, and everyone built an enduring network of contacts that has lasted to this day.

The mission also launched a cascade of initiatives – both from the public and private sectors – to encourage and help more women entrepreneurs to export.

Today, there are a host of resources to help you, from regional programs and Trade Commissioners to women's business organizations across the country (*see pages 11 and 12*).

In my new role, I look forward to meeting with many of these organizations and to spearheading initiatives such as trade missions that will both introduce more women to the vast opportunities in the global marketplace and help existing women exporters do even more international business.

Take advantage of these resources to catapult your business onto the global stage!

Helena Guergis
Secretary of State for Foreign Affairs, International Trade & Sport



1997-2007 A Decade of Progress for Women Exporters



These Canadian women entrepreneurs, shown at the Canadian Embassy in Washington, D.C. in November, 1997, made history when they participated in the first Businesswomen's Team Canada Trade Mission.



that generated close to \$2 million in sales for her business. "After that, I tied into other U.S. work," she says, estimating that \$5 million in sales can ultimately be attributed to the trade mission. Medea Group's export sales went from virtually zero before 1997 to 40% of total sales this past year.

Reflections and Celebrations

Back in November 1997, Canada's International Trade Minister led the first-ever all-women Team Canada Trade Mission to Washington, D.C. Over 120 Canadian businesswomen participated in that historic mission, spearheaded by **Astrid Pregel**, then Minister Counsellor (Commercial) at the Canadian Embassy in Washington, and sponsored by RBC Royal Bank and a host of other corporate and government partners. "We made Washington rock" is the common refrain heard from many of the participants.

"The trade mission provided a lens for the Canadian public, the government and for the women themselves to see clearly, perhaps for the first time, just how important and powerful women's economic contributions to Canada really were," says Astrid, now President, Feminomics Inc. "And Canadian women have never looked back. The World Bank calls its new focus on women's economic empowerment 'Smart Economics'. We Canadians knew this a decade ago."

New business generated

Although primarily designed as an export awareness event to introduce Canadian women entrepreneurs to the world of trade, the mission actually resulted in millions of dollars in deals being signed. **Mary Fote**, President of the Medea Group (www.medeagroup.com), is one of those who benefited significantly. She signed a three-way strategic alliance partnership

And, like a number of other participants, Mary also increased her domestic business as a result of the contacts she made with others on the mission. "One of the sponsors became our first large bank client," she adds. Today, the Medea Group has 68% market share of Canadian bank business for its digital marketing tool.

"I would absolutely recommend such trade missions. They are extremely valuable and the opportunities are there, but you have to work at them."

Mary Fote, *The Medea Group*

"The 1997 trade mission to Washington showed for the first time how important and powerful women's economic contributions to Canada really were."

Astrid Pregel, *Feminomics Inc.*

Energy was palpable

The trade mission included workshops, networking and matchmaking sessions. "It really was quite exciting," recalls **Candice Rice**, a Trade Commissioner with Foreign Affairs & International Trade Canada and one of the recruiters. "Since no one had focused on women before, there was little awareness that women even had businesses."

A cross-country search took place to recruit interested women in every province. "I think it came as a bit of a surprise how many women owned really good businesses," adds Candice. "However, most had never exported and I remember that we even coached them on things like the need to take business cards!" As a result of the mission, awareness about exporting as a growth strategy increased and trade commissioners across the country started getting more calls from women.

"This event in a very significant way showcased the great capacity women have to pool their resources and to network for the collective greater good." This is how **Pam Heilman**, a partner at Hodgson Russ LLP in Buffalo, N.Y. and one of the sponsors, summed up the historic event. "Women supporting women is always a powerful combination. To this day I can still feel the energy that was in the room from the opening reception at the Canadian Embassy to the farewell dinner in the U.S. Senate. And I know this energy was then translated into business success by many of the women who were there."



Do Trade Missions Work?

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"I would recommend a trade mission to anyone because it's such a learning experience. The people I met were just amazing as has been the support I've received since then."

Hilda Letemplier, Pressure Pipe Steel Fabrication Ltd.

"If you are considering a trade mission, I would say do it. They are most worthwhile and in general a very enriching experience."

Suzanne L. Lebel, ALERT B&C Corporation

Milestones

The 1997 Trade Mission became the launch pad for a host of initiatives over the past decade that raised women's awareness about trade opportunities and helped catapult them onto the global stage.

These initiatives included:

- Formation of the Trade Research Coalition and the publication of its ground-breaking *Beyond Borders* report on Canadian women exporters, representing the first research of its kind in the world.
- A series of additional trade missions for women to Los Angeles, Chicago, the U.K. and Australia, as well as several virtual trade missions to forge links in the U.S. and abroad.
- The 1999 Canada-USA Businesswomen's Trade Summit that took place in Toronto, bringing together 250 women for business-matching and deal-making.
- Holding of an economic forum on women entrepreneurs called *Sustaining the Momentum* in 2005, with further research and recommendations.
- The launch of the first Canadian chapters of the Organization of Women in International Trade, in Toronto in 2000 (www.owit-toronto.ca) and in Alberta in 2002 (www.owitalberta.org).

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1997 Trade Mission

Biggest Takeaways

Whether women entrepreneurs, sponsors or organizers, these individuals who participated in the first *Businesswomen's Team Canada Trade Mission* in 1997 to Washington, DC, have nothing but praise for the business benefits and still have strong memories of a unique experience that forged life-long contacts and even friendships.



"It gave me confidence and a broader view and was extremely educational in terms of export logistics and business possibilities. The info I obtained on exporting definitely helped me in subsequently penetrating the U.S. market."

Marianne Bertrand, *President, Mutluks (www.mutluks.com)*, Toronto, ON, whose export sales now represent 70% of her total business.

"The greatest benefit was meeting other great women exporters with whom I still exchange e-mails. I am now a consultant in trade and the contacts I made in 1997 still serve me well."

Bianca Battistini, *President, BB-Focus.com, (www.BB-Focus.com)*, Sherbrooke, PQ

"It was extremely beneficial as I learned what support was available for exporters. I don't believe that you can beat talking face to face to the representatives of agencies like Export Development Canada (www.edc.ca). And owning and managing a business, especially if you are female, can be a lonely occupation, so it was great to meet other women entrepreneurs."

Connie Deckert, *President, Motivair Canada Ltd., (www.motivair.com)*, Elmira, ON, whose U.S. business has been growing steadily.

"Since we did not have the networks that exist today, I went on the mission to do some research on home builders in the U.S. The organizers were excellent about putting me in contact with people I wanted to meet and I was really impressed with the way they listened to me and handled everything."

Debra Mauro, *Co-Chair, Albi Homes (www.albihomes.com)*, Calgary, AB, which has forged great relationships with builders south of the border.

"Since 1997 we have put tremendous effort in developing opportunities in the U.S. to acquire raw material which in turn can lead to increase our export efforts."

Ellen McGregor, *CEO, Fielding Chemical Technologies Inc. (www.fieldchem.com)*, Cookstown, ON, who participated in the mission with a goal of establishing recycling loops in the U.S. Last year, between 15 to 50% of Fielding's raw material came from the U.S. or Puerto Rico, compared to less than 1% a decade ago, and it now exports to the U.S. and overseas.

"The businesswomen I met gave me a preview, seven years before I opened my own business, of how tough, how creative, how exhilarating, how challenging, and how ultimately rewarding I could expect the journey to be."

Judy Bradt, *President, Summit Insight (www.summitinsight.com)*, Washington, D.C., who helped organize the 1997 trade mission while she was a trade commissioner in the Canadian Embassy in Washington and who started her company in 2003 to help Canadian firms win U.S. government contracts.

"As a partner, we established many business relationships and connections that have served us well until this day. The combination of a public/private partnership created greater access to ideas and funding than we could have achieved on our own. This event also marked the beginning for the businesswomen and the sponsors to truly understand what a powerful economic force these women were when measured by even the most traditional measures of things like number of jobs created by women-owned firms. Prior to this event, there had not been real recognition of this fact by the government, the banks and others."

Pamela Davis Heilman, *Partner, Hodgson Russ LLP, (www.hodgsonruss.com)*, Buffalo, NY

"Everything was amazing – from the export sessions to the events to the business contacts made. The reason that my small business survived and has grown in the millions is due to some of the people I met back then. I still have my directory and refer to it if I need to talk to people or am sourcing any products or services they have. We have a great network and the contacts we made will never be gone."

Hilda Letemplier, *President, Pressure Pipe Steel Fabrication Ltd., Happy Valley-Goose Bay, NF, whose 100% Inuit-owned company now imports raw material from the U.S. and Germany.*

Interested in upcoming trade missions?

Contact **Josie Mousseau** at
Foreign Affairs and International Trade Canada
josie.mousseau@international.gc.ca or
613.943.4556.

Where Are They Now?

The women profiled in these next three pages participated in the first Businesswomen's Team Canada Trade Mission in November 1997 to Washington, D.C., along with over 120 women entrepreneurs from across Canada. A decade later, they share both the highlights of that historic trade mission and their paths to export growth since 1997.



“

Without that 1997 mission, I don't even think we'd be in the U.S. It was that powerful.

”

Kathy Kastner

CEO

The Health Television System Inc.

Toronto, Ontario

Tel: 416.656.2402

E-mail: kathyk@healthtvsystem.com

www.healthtvsystem.com

Year Established: 1993

1997 Export Sales: 0%

2007 Export Sales: 60%

Export Market: U.S.

DESCRIPTION: With innovative television networks, The Health Television System Inc. (HTS) has two branded content streams, Healthtv and The Parent Channel, available 24/7 to deliver patient education via bedside TVs in over 80 teaching hospitals across North America. The content, produced by HTS and peer-reviewed, addresses after-hospital care, disease management and compliance issues. The company also installs playback equipment and provides staff training and support materials.

BACKGROUND: With experience in advertising copywriting, television production and on-camera reporting, Kathy started the business when she was an entertainment reporter and pregnant at the time. “The prenatal instructor in the hospital recognized me and asked if I could direct her to A/V support material for her educators. I thought, yes, me!”

ROAD TO EXPORT GROWTH: Kathy has expanded her company's U.S. market penetration from three teaching hospitals a decade ago to 43 today, spanning 15 states. HTS's programming, produced in Canada, is sold directly to hospitals. Kathy has a freelance U.S. rep to find sponsors and advertisers for the programs.

DOING BUSINESS IN THE U.S.: “The U.S. healthcare sector is very businesslike and upfront, with greater emphasis on customer satisfaction, marketing and return on investment.”

BIGGEST EXPORTING CHALLENGE: “Funding full-time representation in the U.S.”

GREATEST REWARD: “The overwhelming positive reaction from our stakeholders, including hospitals, the sponsors and advertisers who are primarily in the pharmaceutical industry, patients, and large American standards setting organizations in this area that recognize the initiatives I've spearheaded. This recognition as a thought leader is my greatest joy.”

LESSON LEARNED: “One of the biggest hurdles I had to overcome was apprehension that a little Canadian firm would have a chance in the big, arrogant U.S. market. The 1997 Trade Mission to the U.S. boosted my confidence enough to shift my inner view from ‘How am I going to tackle this gigantic market?’ to ‘They're going to love this product because it's superior.’ Rather than apologizing for being Canadian, I could go in proudly and capitalize on the respect that exists for Canadian products, certainly in the healthcare market.”

EXPORTING TIP: “Approach U.S. trade publications in your industry for contacts in order to source potential partners or reps.”

EXPORT PLANS: To concentrate on expansion in the U.S. “The market there has opened up well beyond hospitals and extends to insurance, HMOs, and disease management organizations so there is still much to be done that is geographically close to home.”

Reflections on 1997 Washington Trade Mission

Kathy's Objectives: To better understand marketing, business culture and legal issues in U.S.; to explore partnering as a market entry strategy; and to develop an export plan and strategy.

Results: “Absolutely accomplished! Without that mission, I don't even think we'd be in the U.S. It was that powerful. I was able to take advantage of what was offered and change my perception, course and strategy.”

Benefits: “The mission kick-started my U.S. business – resulting in a pilot in three extremely prestigious hospitals: the University of Maryland Medical System, George Washington University Hospital and Johns Hopkins. Other benefits included being exposed to an environment that encouraged collaboration among women and meeting a lawyer from Hodgson Russ (cross-border trade specialists), who has helped immeasurably in our expansion and all other aspects of our U.S. business.”

Where Are They Now?



“ Make sure you are on Canada's trade commissioners' radar. ”

Suzanne L. Lebel, Ph.D.
Chairman, CEO & President
ALERT B&C Corporation

Laval, Quebec
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Year Established: 1995
Employees: 6
Years Exporting: 12
1997 Export Sales: 100%
2007 Export Sales: 100%
Export Markets: U.S., Europe, Asia, Middle East

DESCRIPTION: A leader in BioDefence technologies, ALERT B&C™ provides high-quality products and solutions to the military, airports, police, fire departments and hospitals in order to ensure the safety and the security of individuals worldwide.

COMPETITIVE ADVANTAGE: Not only is the company's main TRAKER™ product portable, but it can detect and identify more than one agent, such as a virus, fungus, bacteria or chemical, and more than one form of agent – solid, liquid or gas. Other products in the market can only detect single agents.

GROWTH PATH: With a background in Molecular Biology, Suzanne started the predecessor of ALERT B&C™ – Genomics One Corporation, a biotech company focusing on genomic research – in 1995. She took the company public and acquired subsidiaries in Toronto and the U.S. but found little room for continued growth after the technology market crash early this decade. As a result of buying patents in 2005 for devices that can detect and identify biological and chemical agents and then purchasing a distributor in France that knew how to assemble and manufacture the technology, Suzanne changed her company focus to BioDefence and, in 2006, renamed it ALERT B&C™.

INTERNATIONAL MARKETING APPROACH: “Sending e-mails and knocking on doors would take years to develop business, if at all. When you are targeting the military and civil security as well as airport officials, it's important to have contacts such as a General or someone in the Ministry of Defence, who will make the introduction to the people in charge. Our ‘channel directors’ are people from the field. We are also investigating partnerships with companies that provide security solutions – from motion detectors through to magnetic cards – so that we can enter specific new markets faster than doing it on our own.”

LESSON LEARNED: “The name of the game in any export or sale is always competition and pricing. If you want to survive, you must be able to play with pricing as the market changes and you must have the ability to support it.”

BIGGEST EXPORTING CHALLENGE: “It can be tricky finding the right partner to work with in a different country. When choosing, it's important to meet in person initially. Look for someone who will give you a competitive advantage so that you can go further faster and find a partner who believes in your product and needs it in their portfolio.”

EXPORT TIP: “Make sure you are on Canada's trade commissioners' radar, because they will send you information on various companies and will invite you to participate in trade missions.”

FUTURE GROWTH: Since Europe, the U.S. and Asia are the biggest markets for BioDefence, Suzanne will focus there. ALERT B&C™ continues to work to establish connections in the military and other target sectors. “If you want to sell to governments, you have to hire people who come from that background and understand the process.”

Reflections on 1997 Washington Trade Mission

Benefits: “I made great contacts and have kept them. Some of the people I met even joined as Board members. What was very interesting and helpful for me was to find out that, regardless of the business you are in, you always go through the same growing pains.”

Highlight: “There were open forums with U.S. and Canadian government officials, where we asked questions, learned about the programs that could help us and gave recommendations on improvements that would be helpful for women in business. It was the first time I had the opportunity to participate in something like that and give direct feedback.”

Biggest Take-Away: “One of my goals was to source good partners for our products, but since I could not find technologies or products that fit well in our portfolio, we later acquired companies in the sales and distribution business in Canada and the U.S..”

Where Are They Now?



“ It takes effort and follow-up to do a sale virtually – you can’t rely totally on your web site to do all your sales work. ”

Christine Rowland

Founder & CEO
Blue Cat Design

Port Hope, Ontario

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www.bluecatdesign.com

Year Established: 1995

Employees: 10 “virtual”

1997 Export Sales: 70%

2007 Export Sales: 88%

Export Markets: U.S., Caribbean, Mexico,
Australia, Europe

DESCRIPTION: Blue Cat Design specializes in custom web design and programming and in providing search engine optimization (SEO) services. Its award-winning design, technological expertise and dedication to client service have attracted a diverse international clientele.

BACKGROUND: Christine has always been an innovator and early adaptor of technology. Owner of a book publishing company in the 80’s, she had one of the very first Macintosh computers and designed with desktop publishing before others even knew what it was. “I’ve always enjoyed technology; I’m half artist, half geek.” As a designer and former Art Director for CTV, Christine found the transition from the broadcast world to the Web a logical one because of the focus on animation and graphics. A frequent speaker on new media topics, she has been active in her industry and received the Ontario Global Trader’s Award for Leadership in Exporting in 1999 and a Canadian New Media Award in 2000.

COMPETITIVE EDGE: Blue Cat is a pioneer both in web design and SEO. “Our skill set in getting high rankings for client sites is what attracts them, and our ongoing customer service that focuses on their online business strategy is what keeps them.”

GROWTH PATH: Over 75% of Blue Cat’s clients are based in the U.S., 10% higher than a decade ago. “Interestingly, we even get referrals from people and companies that I don’t know, but they’ve heard of our reputation.” Even though Christine has not met most of her clients face to face, she has developed strong relationships. “When you speak with customers by phone over a period of years, you feel like you really know each other and can even become friends long distance.”

INTERNATIONAL MARKETING: “The Web is the only way.” Blue Cat’s own site is linked from many other sites and typically ranks in Google’s top 10.

BIGGEST EXPORTING CHALLENGE: “Most businesses don’t have the budget to advertise to each of their markets in the traditional way, so the only real effective way is through the Internet. However, there are millions of web sites that aren’t performing because they lack SEO and linking strategies. It’s tricky because some companies claim they can provide high

rankings, but they actually engage in unethical practices that can get sites banned from search engines. It’s important to deal with a reputable firm that has good client references.”

EXPORTING ADVICE FOR SERVICE COMPANIES:

“Have a strong Web presence with a great site that is professionally designed, visually pleasing, easy to navigate, optimized for search engines and has a linking strategy in place so that it ranks high. This will lead to queries and leads, which require proper follow up. If you are targeting the U.S., get a toll-free number to make it easy and seamless for prospects and customers to contact you. They won’t even realize they are calling another country. And set up progressive payments to ensure you are being compensated early enough, particularly for large, time-consuming projects. In our case, we get a 50% deposit before starting and the balance before the site is loaded on the Internet.”

EXPORT PLANS: The U.S. continues to be Christine’s primary target. “It is a huge export market, Americans are comfortable dealing with us, the currency is not an issue and the time zones are compatible.”

Reflections on 1997 Washington Trade Mission

Benefits: “I found it valuable and made good contacts through the meetings that were arranged. Some of the American companies followed up. An unexpected bonus was doing business with the other Canadian women business owners I met and building web sites for a number of them.”

Biggest Take-Away: “It was a great experience overall – particularly the networking and sharing of knowledge, business information and advice with the other participants.”

Kudos to Outstanding Exporters

Women entrepreneurs continue to make an ever-growing impact on the Canadian and global economies. Congratulations to these outstanding businesswomen whose export achievements were recognized with prestigious awards in the past year!

BDC Exporter Award Winner – 2006 RBC Canadian Woman Entrepreneur Awards



“ World domination is a full-time job – requiring lots of guts, determination and confidence. ”

Kyle MacDonald

Director & CEO
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www.phoenix-interactive.com

Year Established: 1987

Employees: 105

Years Exporting: 1995

Export Sales: 60%

Export Markets: U.S., Australia, New Zealand, UK, Ireland, South Africa, China

BUSINESS: Revolutionizing the retail banking industry, Phoenix is the only company in Canada, and one of only three worldwide, that competes on a global level in the ATM software solution market.

BACKGROUND: Kyle always had a vision to do business globally. With a business degree and 10 years of direct experience in the banking and self-service industry, she started Phoenix to improve self-service banking technology and fearlessly took on an oligopoly. In 1999, *National Post* and *Chatelaine* magazines honoured her as one of Canada's top woman entrepreneurs. Today, Kyle criss-crosses the globe regularly, enjoying international recognition for her bold initiatives.

COMPETITIVE EDGE: Developed the first ATM software that could run on any ATM hardware.

KEY SUCCESS FACTORS: Deep knowledge of customer needs combined with nimbleness in meeting those needs; and a team of gutsy, talented pros who routinely raise the bar with world-class software solutions.

BIGGEST EXPORT CHALLENGE: To compete successfully and profitably against big global competitors with deep pockets.

RESOURCES USED: Scientific Research and Experimental Development (SR&ED) Tax Incentive Program to help fund some product development; and the Canadian Trade Commissioner Service when entering new markets to help add credibility. "One of the must-do's is making connections with the trade commissioners when we go into a new country. We want them to know who we are and what we do."

LESSON LEARNED: "References are everything when cracking into new markets. How can another country have confidence in your product if your own customers at home do not? And if you make a promise, keep it. In geographically remote locations, promises that you deliver on will earn you some of your best references."

BEST MOMENT: When Phoenix beat out a \$6 billion corporation to snag its first international contract – with the Bank of New Zealand (member of National Australia Group) in 2000.

GREATEST EXPORT REWARDS: "Outperforming very large competitors worldwide as well as experiencing how Canadians are so warmly welcomed as potential suppliers around the globe."

EXPORT GOALS: "To increase export sales to 80% of revenues by penetrating new markets like China, India and South America but, at the same time, to keep all our IT investment in Canada."

BIGGEST EXPORT TIP: "Be prepared to travel in order to develop solid client relationships and play up the fact that you're from Canada because people love our country. Take Canadian gifts and flags and build relationships socially and personally. We tend to be telephone/e-mail people in North America, but other countries are not. It's important to get your arms around the cultural differences."

ON WINNING EXPORTER AWARD

"It's the most meaningful award I've ever won and a big win for Phoenix. To receive national recognition of achievement for what it takes to compete globally is pretty special!"



“ One of the best things you can do is use the tools available. ”

Jill Anderson
President
Aecometric Corporation

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www.aecometric.com

Year Established: 1978
Employees: 50
Export Sales: 90%
Export Markets: U.S., Japan, China, India, Saudi Arabia, South America

BUSINESS: A designer, manufacturer and supplier of industrial combustion equipment and systems worldwide, Aecometric captured the 2006 Ontario Global Traders Gold Award for Innovation for its high intensity fuel burner that reduces nitrogen oxide emissions by more than 90% and improves air quality by reducing smog.

BACKGROUND: Educated in the Fine Arts, Jill – who had worked in accounting for Aecometric – took the helm in 1983 after her husband, Larry Anderson, suffered a stroke. “I had a choice of selling or taking it over. Necessity is the mother of invention.” Larry had started the company as a burner manufacturer 30 years ago, becoming an expert in combustion engineering and always moving forward in innovation and R&D.

COMPETITIVE EDGE: Aecometric’s energy-efficient burners use up to 40% less fuel, so are cost-effective and pollute less.

KEY SUCCESS FACTORS: Quality products, confidence and commitment to building and maintaining strong relationships in global markets.

BIGGEST EXPORT CHALLENGE: “Financing rapid global growth and sourcing strategic partners and sub-vendors in countries like Saudi and India where so many suppliers are already at their limit due to all the refinery work being done.”

LESSON LEARNED: “Breaking into new markets like China is a long haul. We had done installations through large engineering companies but our first direct Chinese sale took months of making contacts and travelling widely to small plants in the petrochemical industry. Then it took five years to establish our own plant there.”

RESOURCES USED: Export Development Canada (EDC) pre-shipment financing, bonding and export insurance and Canada’s Trade Commissioner Service for market intelligence about India and Saudi Arabia.

MAJOR EXPORT BENEFIT: “Exporting gives you a bigger market. And with downturns in the economy, you’re not at the mercy of a single market.” Jill’s decision to expand to China came when the after-effects of 9/11 hit her business hard. Ironically, the U.S. market has rebounded in the past two years, especially in the ethanol industry,

where Aecometric is becoming a world leader in developing solutions. “The ethanol market has become the first major user of the advancements we made to our high intensity burners, for which we received the award.”

BEST MOMENT: “The realization that we, as a small Canadian company, have gained world recognition as the leader in the energy sector. Opening our own shop in China was very gratifying.”

EXPORT TIPS: “Respect whatever country you are in and be committed to servicing, rather than just making the sale and leaving. If you can’t have your own people there, use the EDC and Canadian Embassy to lead you in the right direction and help you find a good agent, rep or, even better, an established company similar to yours that can represent you. One of the best things you can do is use the tools available.”

EXPORT GOALS: “To keep our new China plant that we opened last November on target, to not only sell but produce in India and the Middle East, particularly Saudi Arabia, and to continue rebuilding our U.S. sales (which had plummeted after 9/11) with our solutions for the growing ethanol industry.”

ON WINNING EXPORTER AWARD

“ We’ve been doing R&D work in fuel savings and environmental concerns for many years, so it’s great to be recognized. The award is a good morale booster for all our employees and it attracts good new talent as people see how exciting working in an innovative atmosphere can be.”

Canadian Trade Pioneers Honoured

The Organization of Women in International Trade (OWIT) selected Canadians for both its Toronto chapter and international umbrella organization awards in 2006. OWIT, a non-profit professional organization dedicated to advancing global trade opportunities for women, has 29 affiliated chapters around the world, including Toronto and Alberta, and over 5,000 members.



2006 JoAnna Townsend Award Winner

The Honourable Sarmite D. Bulte, MP Parkdale-High Park (1997-January 2006), was selected for her tireless work, as both a volunteer and politician, in fostering growth and opportunities for businesswomen and entrepreneurs for over 25 years. Presented by OWIT-Toronto, the award honours the memory of JoAnna Townsend, former Director of the Small and Medium Enterprises Division of the Department of Foreign Affairs & International Trade, and a champion of women exporters.

The Honourable Sarmite Bulte [I] with Ariane Friesen, daughter of JoAnna Townsend, at Toronto awards ceremony.

2006 OWIT Woman of the Year Award Winner

Andrina Lever, Founder and President of Lever Enterprises, Toronto, a consulting firm specializing in international trade, finance and commercial development, was honoured as a long-time advocate and champion for the advancement of women's entrepreneurship internationally. This award is given annually to a woman who has furthered trade through excellence and innovation and who has enhanced the status of women in international trade and business.



Andrina Lever at awards ceremony in San Francisco with Canada's Consul General Marc Lepage.

For information about OWIT, visit www.owit.org, or its Canadian chapter web sites - www.owit-toronto.ca or www.owitalberta.org

Nominate Worthy Candidates!

Nominations are open for two awards that recognize women's excellence in the area of exporting:

RBC
CANADIAN WOMAN
ENTREPRENEUR
AWARDS 

RBC Canadian Woman Entrepreneur of the Year Award (Exporter Award Category):

In recognition of a woman exporter with an outstanding business in the global marketplace. The Award will be presented at a Gala awards ceremony this November.

Visit

www.rbcroyalbank.com/sme/women or www.theawards.ca or
e-mail: info@powerpointgroup.com



JoAnna Townsend Award:

In recognition of an outstanding woman in Ontario who, through her business and personal networks, fosters opportunities that actively support women entrepreneurs to achieve success in international business. Developed by the Organization of Women in International Trade-Toronto (OWIT-Toronto), the Award will be presented at a special ceremony this fall featuring guest speaker and 2006 RBC Canadian Woman Entrepreneur of the Year Award recipient, Kyle MacDonald of Phoenix Interactive Design, who won the BDC Exporter Award category (see page 8).

Visit

www.owit-toronto.ca or e-mail Barbara.Vink@ontario.ca

PLAN NOW TO ATTEND!



October 10-12, 2007
Miami, Florida

Organization of Women in International Trade
2007 Annual International Conference
*Emerging Markets: The Road Ahead for Finance,
Business, and Trade*

Visit

www.owit.org or e-mail hmpicard@bellsouth.net

Connecting With the World Government Resources to Help You

Foreign Affairs & International Trade Canada



The Canadian Trade Commissioner Service

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 is here to help you expand your business abroad. A network of more than 900 trade commissioners working in Canada and overseas, the Canadian Trade Commissioner Service helps companies succeed in foreign markets by providing timely advice, valuable business intelligence and in-market assistance.

Trade commissioners working in our offices around the world help Canadian companies in the development of their international business, including investigating market prospects, identifying key contacts and providing relevant advice and market intelligence.

If you are thinking today's global economy looks inviting, your Regional Office (RO) of the Trade Commissioner Service can help direct you to the existing products and services that relate to your particular exporting needs. Located in every province, the RO provides a full range of trade development services and assistance to Canadian small and medium-sized enterprises, including one-on-one export help to implement your export strategy; up to date foreign market and industry information; advice on trade missions and trade fairs; and information on trade fairs, missions and events including ser...

Call toll-free at 1-888-811-1119, log on to www.infoexport.gc.ca

Vancouver: 604-666-0434;
vncvr@international.gc.ca

Saska
ssktn@international.gc.ca

Edmonton: 780-495-2944;
edmtn@international.gc.ca

Regin
rgina@international.gc.ca

Calgary: 403-292-4575;
clgry@international.gc.ca

Winni
winnp@international.gc.ca

elow:

Halifax: 902-426-7540;
fax@international.gc.ca

Charlottetown: 902-566-7382;
lttn@international.gc.ca

John's: 709-772-5511;
ons@international.gc.ca

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Virtual Trade Commissioner
Access a World of Trade Knowledge

The Virtual Trade Commissioner

By registering and becoming a client of the Canadian Trade Commissioner Service, you can obtain a Virtual Trade Commissioner, a personalized Web page specific to your company's international business interests. The Virtual Trade Commissioner provides on-line access to market research reports, business leads, events and information that matches your markets of interest. Register at www.infoexport.gc.ca

Exportsource

Canada's most comprehensive source of on-line information on exporting. You can explore the full range of valuable services and tools available to Canadian businesses at: www.exportsource.ca

Don't miss out on the new e-version of CanadExport at www.canadexport.gc.ca. CanadExport provides Canadian businesses with information on export opportunities, trade fairs and missions and business conferences, as well as articles on international markets and successful Canadian exporters.

BDC Connex

Business Development Bank of Canada

financial, investment and consulting services for Canadian small business, with a particular focus on technology and export sectors. Call 1-800-INFO-BDC; www.bdc.ca

EDC
Export Development Canada
Exportation et développement Canada

Export Development Canada

Trade finance and credit insurance services for Canadian exporters and investors in some 200 world markets. 1-866-857-6031; www.edc.ca

How All of This Can Work for You: More Resources to Help Women Export

Regional Assistance Programs

Whether you need help to get started on your exporting path or to expand your international growth, tap into these other regional assistance programs, some even specifically designed for women.

Western Economic Diversification

Canada Women's Enterprise Initiative

Includes Women's Enterprise Society of B.C., Alberta Women Entrepreneurs Association, Women Entrepreneurs of Saskatchewan Inc. and Women's Enterprise Centre of Manitoba
Toll-Free (accessible in Western Canada only)
1-888-338-WEST (9378);

www.wd.gc.ca

Contact: Sharon Jackson,
sharon.jackson@wd.gc.ca

Network for Women Entrepreneurs Ontario

1-888-300-9308;

www.cbcs.org/ontario/nwe

Contact: Sherry Strowbridge,
NWE-RFE@cbcs.ic.gc.ca

FedNor

1-877-333-6673;

www.fednor.ic.gc.ca

Contact: Pamela McRae,
mcrac.pam@ic.gc.ca

Atlantic Canada Opportunities Agency Women in Business Initiative

ACOA New Brunswick:

1-800-561-4030

ACOA Newfoundland and Labrador:

1-800-668-1010

ACOA Nova Scotia:

1-800-565-1228

ACOA Prince Edward Island:

1-800-871-2596

Enterprise Cape Breton Corporation:

1-800-705-3926

www.acoa-apeca.gc.ca/e/business/entrepreneurship/wbi/wbi.shtml

Contact: Wendy MacWilliams,

Wendy.MacWilliams@acoa-apeca.gc.ca

Women's Entrepreneurial Center of Quebec

1-800-332-2683;

Contact: Nicole Beaudoin, info@rfaq.ca

www.rfaq.ca

Canada Economic Development for Quebec Regions

1-800-322-4636 or 514-283-6412

www.dec-ced.gc.ca

Women's Business Networks

From coast to coast, organizations exist to help women grow their businesses and expand beyond borders. Be sure to check out those available in your region.

CATAWIT Forum

(Canadian Advanced Technology Alliance Women in Technology)

613-236-6550;

info@cata.ca;

www.catawit.ca

Canadian Association of Women Executives and Entrepreneurs

416-756-0000;

contact@cawee.net;

www.cawee.net

Canadian Women in Communications

1-800-361-2978;

cwcafc@cwca-afc.com;

www.cwca-afc.com

Centre for Women in Business, Halifax

902-457-6449;

cwb@msvu.ca;

www.msvu.ca/cwb

Digital Eve International

info@digitaleve.org;

www.digitaleve.org

Newfoundland and Labrador Organization of Women Entrepreneurs

1-877-754-0555;

info@nlowe.org;

www.nlowe.org

Organization of Women in International Trade

OWIT-Toronto: 416-410-1654;

susanb@owit-toronto.ca;

www.owit-toronto.ca

OWIT-Alberta: 403-214-0224;

cheryl@intl-strategies.com;

www.owitalberta.org

Prince Edward Island Business Women's Association

1-866-892-6040;

office@peibwa.org;

www.peibwa.org

Reseau des femmes d'affaires du Québec

1-800-332-2683;

info@rfaq.ca;

www.rfaq.ca

Women Business Owners of Manitoba

204-775-7981;

info@wbom.mb.ca;

www.wbom.mb.ca

Women Entrepreneurs of Canada

1-866-207-4439;

wec@wec.ca;

www.wec.ca

Women in Film & Television

Toronto: 416-322-3430; wift@wift.com

Vancouver: 604-685-1152; info@womeninfilmm.com

Alberta: wifta@telus.net

Montreal: 514-842-8289; info@fctnm.ca

www.wift.com; www.canadianfilmmaker.com

Women Presidents' Organization

Ontario: Fran Kennedy; 519-782-7884;

mf.kennedy@rogers.com

Quebec: Susan Boland; 514-938-9527;

sboland@videotron.ca

www.womenpresidentsorg.com

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www.businesswomenintrade.gc.ca

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