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## Media Report / Compte rendu de presse

Minister for International Trade,  
The Honourable Sergio Marchi,  
and the  
Canadian Businesswomen's International Trade Mission  
Washington, D.C. November 1997

L'honorable Sergio Marchi,  
Ministre du Commerce international,  
et la mission commerciale  
internationale des femmes d'affaires canadiennes  
Washington, D.C., novembre 1997

Division [www.businesswomenctrade.gc.ca](http://www.businesswomenctrade.gc.ca)







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"The mission is a way of saying that the world of trade is not necessarily a man's world...this will help women entrepreneurs reach their export objectives and heighten awareness of their importance to the Canadian economy."

*Sergio Marchi, Minister for International Trade*

"It's called targeted marketing, and it's such a successful formula that we have the Royal Bank as a major corporate sponsor of the mission. We salute Minister Marchi, the Canadian Embassy in Washington and the Department of Foreign Affairs and International Trade for leading on this important economic issue."

*Andrina Lever, President Lever Enterprises.*

"...je pense que les femmes ont une autre façon de gérer leur entreprise. Et c'est ce que ici on partage ensemble, cette gestion de coeur... Pour moi, ce qui va être vraiment le test de crédibilité de cette démarche, c'est de voir si à l'avenir il y a une mission, les vraies missions Team Canada de Monsieur Chrétien comprennent des femmes."

*Diane Fafar, Faf Design*

"I'm very exciting about going...it will be an opportunity to network with other Canadians, as well as an opportunity to learn...It's a great time saver."

*Helen Hafke, Data Sense Inc.*

"Exporting is what I really want to do with my product in the long term...I feel if I learn how to export to the U.S., it will also help me elsewhere."

*Marianne Bertand, Muttluks Inc.*

"....the fact is, unfortunately, if it wasn't a business women's team, you would hardly find any women there."

*Levana Schwartz, Lamwood Products*

"...for the food business, we have more hurdles....I always say that when you do business it's not just a one-day kind of business, It's a long term development..... So that's why I would like to go and have a first-hand look."

*Betty Lee, Betty Lee Food Services.*

"For us the key attraction was that the mission had an export emphasis and that it was made up of business women was an extra comfort level This couldn't have come at a better time for us because we are planning to launch our export plan for the U.S. in February."

*Bev Durvin, Flagworks*

"We're the same as any other businesses only we're run by women...I'm looking at this as an opportunity of a lifetime because traditionally it's men who have been exporting. Now it's our turn."

*Melanie Sibbitt - Two Crazy Ladies Inc.*



"I'm looking for more markets.. the more you go out the more your reap." "Follow-up has already started and the opportunity offered by our Canadian Embassy to expand our exports was far greater than one would think possible."

*Sharon Geldart-Wry, Geldart's Warehouse and Cartage*

"The synergy has been fabulous...there's been amazing energy. this is definitely going to boost women's businesses."

*Danielle Medina, Medina Foods*

"As the new CEO I'm going down to the States in order to find distribution channels and marketing opportunities ...right now with our low dollar and our stable economy, we have a competitive advantage and now is the time to go and do this."

*Therese McKellar - St. John Enterprises.*

"I'm ready to export now...I know you don't make a deal overnight, but I'm feeling pretty good.. one deal would change everything for me."

*Emerance Martin - Quality Fish, Murray & Martin*

"They (two Virginia firms) were serious - it could mean a four year project and \$1 million."

*Marjolaine Castonguay - PESCA, Conseillers en Biologie Inc.*

"We're making history here....We've been given all kinds of exposure, People are ready to help us expand our export markets....Eight ladies sitting around this table made \$50 million in revenue last year...everybody is reved up...The minister said he never realised how much energy and dedication we bring to the Canadian economy."

*Sharon Gelhart-Wry - Gelhart Warehouse and Cartage*

"We've just recently gone public, so we have to market aggressively in the U.S. and I came here to try to seek out some opportunities, use some of the resources the Canadian Embassy or the Canadian government have to help me find other opportunities and other clients.... It's a little more comforting to women knowing that it's an all-women trade mission, but again, the key for me was the word export and networking,"

*Lori Donovan - First Step Inc.*

"I think its sort of ground breaking, in that we're going to be learning from the ground up.....what not to do so that we don't waste our time...and really concentrate on doing the things that are going to get us the deals and help us prosper in the American market."

*Sheena Penny - Delta Media Inc.*

"This is a scouting trip for our company, and the United States, of course, is a natural fit in terms of leaving Canada." *Bev McMaster - We Care Health Services.*

"We have to tell you how exciting it was - the Minister Sergio Marchi didn't just show up, He was with us for the whole three days... they're serious about this initiative. The whole experience reduced our learning curve by a year."

*Arlene Flock - Flag Works*



"The feedback I received was highly complimentary, especially regarding your personal involvement, leadership and commitment in and to the Trade Mission and women entrepreneurs."

*Sarmite Bulte - M.P. (Letter to Minister Marchi)*

"For Mediastats the Washington Mission was both inspiring and productive. We returned home with two American reseller agreements....in addition Mediastats plans to use the services of six other mission participants, and has made many new friends."

*Kerry Wicks - Mediastats.*

"It was an excellent initiative. I have made 20 good contacts of which one-third will be successful and bring growth to Atlantic Canada."

*Laura Boyd-Brown - Boyd-Brown & Associates Inc.*

"The value of the trip for me was two fold, the unique opportunity to meet and connect with many other businesswomen from across Canada and secondly to learn the subtleties of conducting business in the U.S. Already I have had a follow-up call from a senior executive in Washington to explore how we can do business together."

*Patricia Bewers, Information Technology Institute.*







# First all-female trade mission to tackle U.S.

Canadian Businesswomen's International Trade Mission  
La Mission commerciale internationale des femmes d'affaires canadiennes

Women-led businesses increasing to export market, minister says

## PRINT MEDIA \ PRESSE ÉCRITE

BY ANNE DUFFY  
The Ottawa Citizen - Sept. 17/97

Trade Minister Sergio Marchi will depart the first all-female Team Canada trade mission on a four-day trip to Washington later this week.

The mission announced on Sept. 15 will be a working party of small- and medium-sized Canadian businesses — one-third of which are owned by women — and their export markets.

The mission is "a way of seeing that the world of trade is not necessarily a man's world," says a world that used to be dominated by large companies, Mr. Marchi said.

"This will help women entrepreneurs to reach their export objectives and heighten awareness of their contributions to the Canadian economy," he said.

The mission is expected to attract more than 100 foreign entrepreneurs who will explore export options in the lucrative market for the U.S. market.

Currently only 10 per cent of Canada's one-million small businesses — the backbone of the nation's economy — export their goods and services.

Instead, the average number of companies that export is only one or two. Mr. Marchi said the goal of doubling the number of export companies by 2000.

He said female-owned businesses play a major role in achieving that goal because their owners are increasingly important ones.

The trade mission to the U.S. Mr. Marchi said is the beginning of a program designed to help small- and medium-sized businesses in Canada export their goods and services.

"It would have been thought that the women-owned sector is the highest, but it's not and many of them are not even prepared to look at exporting," he said.

A recent study reported that the number of women-owned or operated businesses has increased by nearly two million worldwide. The study also found that women-led firms are creating jobs at a faster rate than the national average. Protectionist measures have led to a decline in employment within many sectors.



"...the world of trade is not necessarily a man's world," Sergio Marchi, Trade Minister.







# First all-female trade mission to tackle U.S.

## Women-led businesses increasingly important to export market, minister says

BY ANDREW DUFFY  
The Ottawa Citizen Sept 17/97

Trade Minister Sergio Marchi will captain the first all-female Team Canada trade mission on a four-day trip to Washington later this year.

The mission, announced yesterday, is aimed at drawing more small- and midsize Canadian businesses — one-third of which are owned by women — into the export market.

The mission is “a way of saying that the world of trade is not necessarily a man’s world” or a world that need be dominated by large companies, Mr. Marchi said.

“This will help women entrepreneurs to reach their export objectives and heighten awareness of their importance to the Canadian economy,” he said.

The mission is expected to attract more than 100 female entrepreneurs who will explore opportunities in the lucrative mid-Atlantic U.S. market.

Currently, only 10 per cent of Canada’s one-million small businesses — the backbone of the nation’s economy — export their goods and services.

Instead, the export market is dominated by a relatively small number of companies: About 50 businesses account for almost half of Canadian exports.

Mr. Marchi has set for Canada the goal of doubling the number of export companies by 2000.

He said female executives must play a major role in achieving that target because their firms are increasingly important ones.

The trade mission to the U.S., Mr. Marchi said, is the beginning of a process designed to highlight the success of women-led businesses in Canada while exposing them to more export opportunities.

“It would seem logical that the American market — which is the biggest, the closest and the most successful — would be a good jumping-off point to bring women entrepreneurs prepared to look at exporting,” he said.

A recent study reported that one-third of the nation’s firms are now owned or operated by women, providing jobs for nearly two million Canadians. The same study found women-led firms are creating jobs at a rate four times the national average. Projections indicate there will be 680,000 self-employed women by 2000.



**“... the world of trade is not necessarily a man’s world.”**

Sergio Marchi,  
Trade Minister



WOMAN NEWSMAGAZINE AUTUMN 1997  
Toronto (circ 10,000)

NEWS WOMAN NEWSMAGAZINE AUTUMN 1997 5

## Women's Team Canada Trade Mission to Washington

WOMAN Newsmagazine

Women who want to do business internationally have an "unprecedented opportunity" to make connections this fall. A Canadian businesswomen's international trade mission, the first of its kind ever, and an initiative of the Canadian Women's International Business Initiative (CWIBI) in conjunction with the Canadian Embassy, will happen November 11-14 in Washington, D.C. "Women business owners have been traditionally under-represented in the exporting community," says Judy Bradt, Director for Government Markets at the Canadian Embassy in Washington that is organizing this event. "CWIBI is designed to reach out to Canadian women business owners and business leaders who are

successful in their enterprises in Canada, and [who] might wish to consider the opportunity to expand their business abroad."

Bradt was "present at the creation of this initiative," about a year ago. A few women business leaders from Canada, the US and Mexico, approached the embassy for assistance in preparing a policy position statement on women business owners/leaders in NAFTA (North American Free Trade Agreement) countries for the OECD (Organization for Economic Co-operation and Development) forum (the first-ever international economic summit on women entrepreneurs held by the OECD in Paris, France, in April, 1997). "A local contact here was standing in the door to my office,"

says Bradt, "and three things came together: our very strong emphasis by the Department of Foreign Affairs and International Trade on encouraging trade through exporting; the report, *Myths & Realities* [a report on the economic power of women-led firms in Canada] came out, and suddenly this group [of women business leaders] came to us. [And we thought:] why don't we see more women business owners [doing international business]? So Astrid Pregel, Minister Counsellor, Commercial, and I met with Andriana Lever [past president of the Women Entrepreneurs of Canada] and we said "What about this. What do you think?" and it just took off from there." CWIBI organizers expect 80 to 100 women to attend, and the focus will be on helping women develop networks and contacts, and find business leads. The mid-Atlantic region (Maryland, Virginia, Eastern Pennsylvania, Delaware, District of Columbia) is the jumping off point. Says Bradt: "Over 7,500 American business, trade and industry associations are headquartered in the Washington area. ... A visit to Washington can be an excellent opportunity to connect with influen-

tial American business leaders who can give them nationwide reach."

Interested women should apply soon. "Anybody that wants to come can send a one page fax to the embassy (202-682-7619 Attention: Kathryn Aleong) ... [expressing their interest]. We will then send forms and an exporter profile, then follow up in person, to assess the fit between the company's objectives and the trade mission program. ... We are aiming to set up three one-on-one business meetings [for each delegate] based on the information they provide us," says Bradt. The fee to attend is \$300.

The trade mission, presented by The Royal Bank of Canada and sponsored by the Business Development Bank of Canada, Export Development Corporation, and others, will be headed up by the Honourable Sergio Marchi, Minister for International Trade. Marchi's presence is symbolic of Canada's "extraordinary focus and commitment to the needs of women business owners, and its interest in ensuring women share in Canada's economic growth, of which exporting is so important," says Bradt. ♦





## Grrl trade mission

**T**he world of commerce, a federal cabinet minister announced this week, "is not necessarily a man's world." So Trade Minister Sergio Marchi has boldly announced he will lead a Team Canada trade mission of women entrepreneurs to Washington later this year.

May we, at the risk of seeming out of step with the times, express a polite note of wonderment at this curious announcement?

Leaving aside for the moment the basic and important question of why government should coddle any business ventures abroad, we wish to focus here on the question why it must make a special point of providing guidance for women entrepreneurs? Their basic helplessness to do things themselves, perhaps? A politician as smooth as Mr. Marchi would never be so maladroit as to put it that way, of course, but is there some other explanation?

We also wonder why, if our federal government must run an organized tour of this sort,

does it feel compelled to provide its protective umbrella for a trip to Washington, of all places? America's well-known penchant for treating women the way Saudi Arabia does, maybe?

And finally, if the gender thing really is of such fundamental importance, why is this mission being led by a middle-aged Italian-Canadian male? It would be just conceivable, if this mission were to somewhere like Saudi Arabia, that a male leader would be needed both to get the delegates admitted to official audiences and also to set an example to their foreign counterparts of someone taking women entrepreneurs seriously. Neither of these reasons can possibly be thought to operate with respect to the United States. The real explanation couldn't be rank politicking while a conference of women entrepreneurs was in town, could it?

In any case our advice is simple: Sisters of the world! Throw off these paternalistic shackles. In a free market, government doesn't dash ahead and fling open the door for you.



# Women entrepreneurs best bet to boost exports

I take issue with your editorial of Sept. 20 ("Grrl Trade Mission") on the recent announcement by International Trade Minister Sergio Marchi that he will lead a women's trade mission to the United States in November.

Your editorial was critical of the initiative, "leaving aside the basic and important question" of why government should assist Canadian exporters in the first place.

Given the importance of women-owned and -operated firms to our economy, this is to take the whole issue completely out of context.

Let's at least get the question right: if it is the stated goal of the government of Canada to "double the number of

exporters," and if it is the mandate of the minister for International Trade to assist Canadian companies to pursue export opportunities, then why the focus on women, and why to the United States?

Simple.

Small- and medium-sized enterprises are the largest source of new job growth in Canada, and are specially targeted for export assistance by the federal government.

One-third of this nation's firms are owned or operated by women, providing jobs for nearly two million Canadians.

Businesses led by women create jobs at a rate four times the national

average, and projections indicate there will be 680,000 self-employed women in Canada by the year 2000.

Yet these women-owned and -operated businesses are under-represented at trade fairs and on trade missions to the United States, our most lucrative trading partner.

We want the federal government to take special steps to remedy that situation.

Why Washington?

Seventy-five per cent of the world's multinational enterprises are represented in the Washington Mid-Atlantic region. The area has the second-largest concentration of high-tech firms outside of California's Sil-

icon Valley, 60 of the Fortune 500 have their headquarters there and there are 7,500 of the country's largest professional associations in the city.

It's called targeted marketing, and it's such a successful formula that we have the Royal Bank as a major corporate sponsor of the mission.

We salute Minister Marchi, the Canadian Embassy in Washington and the Department of Foreign Affairs and International Trade for leading on this important economic issue.

**Andrina Lever, past president, Women Entrepreneurs of Canada; co-chair, APEC Women Leaders network; president, Lever Enterprises**





Allan Fotheringham

## Dion's fishy faux pas, Marchi's mission and all the buzz on Black

Why do the fans of unfettered capitalism sometimes have a little trouble defending their creed? Ottawa computer tycoon Michael Cowpland sold \$20.5 million of his Corel Corp. shares in August before revealing in September that Corel would show an unexpected third-quarter loss of \$32 million. Cowpland said he didn't know about the third-quarter loss when he sold his shares.

Anyone who thinks Doug Flutie is the finest player in Canadian Football League history has never seen Jackie Parker ... is anyone surprised that the daughter of a celebrity who is stuck with the name of Chastity Bono for the rest of her life is having trouble with her life? ... if you're a betting man, bet the farm that Al Gore will not be the Democratic presidential candidate in 2000. Too long in the shadow...

Stéphane Dion, the Grit cabinet's academic hitman on Quebec separation, was showing so much promise in his devastating and logical open letters to Parti Québécois deputy premier Bernard Landy. Then he reveals the sad insularity of the Ottawa-Montreal compact with his incomprehension that fish could have anything to do with Senator Pat Carney's musing about separation. This is the Ottawa that screwed up the Atlantic fish industry and now doesn't understand the symbolism of the salmon to B.C. Bill Clinton's slogan was, "It's the economy, stupid." Ottawa might learn, "It's the symbolism, stupid." But of course if you eat in the Rideau Club or the Parliamentary Restaurant you are never served cod, or the sock-eye, the finest fish of all.

Trevor Rees-Jones, the Fayed family bodyguard who let a drunk drive Di into that tunnel, now out of hospital says he can't remember a thing about the accident. Yeah, right ... anyone who enjoys hilarity might investigate the London company that, on Oct. 21 in a Toronto theatre, opens a run that each night presents quickie versions of Shakespeare's 37 plays in 97 minutes. Wonderful stuff ... just as Bill Clinton is the disappointment of the decade, Pavel Bure of the Vancouver Canucks is hockey's great disappointment, a genius gone astray ...

Minister for international trade, the cute Sergio Marchi, is taking 150 Canadian women to Washington Nov. 11 to 14 for a Businesswomen's Team Canada International Trade Mission. It's sponsored by the Royal Bank of Canada and, inevitably, has been dubbed

### Broads Canada.

In the small print, there is this: "The company representative listed hereunder, upon signing this agreement, releases Her Majesty the Queen in Right of Canada, the Minister, Her employees, agents and servants from all liability and do hereby waive as against Her Majesty the Queen in Right of Canada, the Minister, Her employees, agents and servants, all recourse, claims, causes of action of any kind whatsoever in respect of all

personal injuries or property losses which he or she may suffer arising out of or connected with this trade program or activities, notwithstanding that such injuries or property losses may have been caused solely or in part by Her Majesty the Queen in Right of Canada, the Minister, Her employees, agents or servants."

This is an independent country? No wonder the separatists sneer at us.

It was mentioned in this space the other day how Washington, as its supposed head negotiator in the Canada-U.S. Free Trade Agreement, had appointed a junior officer, Peter Murphy, who had an inoperable brain tumor. Gordon Ritchie in his new book says Murphy often appeared under heavy medication. After the FTA was signed, Murphy died, at only 46.

The latest Bre-X investigation confirms what has already been printed elsewhere: "David Walsh was too stupid to know what was really going on" ... all the buzz among Canadian scribblers is whether Conrad Black is bluffing or not in his threat to start a fifth Toronto newspaper. New York, three times as big, has recently retreated to just three papers. But Conrad, owning just about all the rest of Canadian papers, needs a national advertising contract. Toronto controls 36% of Canada's national advertising. That is equivalent to the share in the U.S. controlled by New York, Chicago and Los Angeles put together.

Allan Fotheringham is a weekly columnist for Maclean's magazine.

*Bet the farm  
Al Gore  
will not be the  
Democratic  
presidential  
candidate in 2000*



# CanadaExport

Vol.15, No. 17 — October 20, 1997



## Minister Marchi Leads Businesswomen's Trade Mission to Washington

Canadian women entrepreneurs and business leaders will take part in the first-ever Businesswomen's Team Canada Trade Mission, being led by International Trade Minister Sergio Marchi to Washington, D.C., November 11-14, 1997.

Presented by the Royal Bank of Canada, the mission is designed to encourage, educate and support Canadian women entrepreneurs in

exporting to international markets and, specifically, in exploring potential market opportunities and partnerships in the Mid-Atlantic States of Maryland,

Virginia, Eastern Pennsylvania, Delaware and District of Columbia.

### Dynamic role in the economy

"Women entrepreneurs are currently underrepresented among the exporting community despite their presence and influence in the Canadian economy," says Minister Marchi. "This mission will help women entrepreneurs to reach their export objectives and heighten awareness of their importance to the Canadian economy."

## Businesswomen's Trade Mission to Washington — Continued from page 1

### Networking and partnering opportunities

Studies report that almost one-third of all Canadian firms are owned or operated by women, and inject 1.7 million jobs into the country's economy. Furthermore, the 700,000 women-led firms are creating jobs at four times the average rate and are increasing in number at twice the national average.

The four-day mission will feature market information workshops on such topics as developing an export plan and strategy; export financing services; international market research and using technology for international success; marketing and business culture in the United States; and partnering as a market-entry strategy.

Each morning an opening breakfast will feature one Canadian and one American businesswoman sharing their experiences and successes in international markets. Networking sessions will provide an opportunity

to identify potential partners with American women business leaders and governmental representatives.

On the final day, "match-making sessions" — pre-arranged one-on-one meetings between mission participants and individual U.S. firms, consultants and associations — will be held to focus on specific business opportunities in the lucrative \$11.5 billion mid-Atlantic U.S. market.

Mentoring sessions will be a special feature of the mission, bringing new exporters into contact with successful businesswomen. In addition, Minister Marchi will lead a roundtable discussion on "breaking down the barriers," featuring group questions and recommendations by leading Canadian spokeswomen. Personal success stories told by Canadian women entrepreneurs and keynote addresses by influential business people will highlight the dynamic role women

are playing in the new economy.

### Government encouragement

This mission is a major project undertaken by the Canadian Women's International Business Initiative (CWIBI), a business development program of the Canadian Embassy in Washington, D.C. The CWIBI is designed to assist export-ready Canadian women entrepreneurs in developing business opportunities for their products and services in the Mid-Atlantic States.

Through this mission, the Department of Foreign Affairs and International Trade will provide market intelligence, sector-specific studies, a multitude of resource material, and networking and match-making opportunities.

For more information, contact the Canadian Embassy in Washington, D.C., tel.: (202) 682-1740 ext.7305, fax: (202) 682-7619.



# CanadaExport

Vol.15, N° 17 — 20 octobre 1997



## Le ministre Marchi dirigera la mission commerciale des femmes d'affaires à Washington

Les Canadiennes entrepreneures et dirigeantes d'entreprise prendront part à une mission commerciale d'Équipe Canada pour les femmes d'affaires, une première en son genre. Cette mission sera dirigée par le ministre du Commerce international, M. Sergio Marchi, et se déroulera à Washington, D.C., du 11 au 14 novembre 1997.

Présentée par la Banque Royale du Canada, la mission est conçue pour encourager, renseigner et aider les

femmes d'affaires canadiennes qui veulent exporter sur les marchés internationaux et, plus précisément,

explorer les débouchés et les partenariats potentiels dans les États du centre du littoral de l'Atlantique, à savoir le Maryland, la Virginie, l'est de la Pennsylvanie, le Delaware et le District de Columbia.

### Un rôle dynamique dans l'économie

« Les femmes sont actuellement sous-représentées dans le monde des exportateurs, et ce, en dépit de leur présence et de leur influence dans l'économie canadienne, a déclaré le ministre Marchi. Cette mission aidera les femmes d'affaires à atteindre leurs objectifs en matière d'exportation et à leur faire mieux prendre conscience de leur importance dans l'économie canadienne. »

## La mission commerciale des femmes d'affaires *(Suite de la page 1)*

### Des possibilités d'établir des réseaux et des partenariats

Selon certaines études, près d'un tiers des entreprises canadiennes appartiennent à des femmes ou sont exploitées par elles. Ces entreprises représentent 1,7 million d'emplois dans l'économie du pays. En outre, les 700 000 entreprises dirigées par des femmes créent des emplois quatre fois plus rapidement que la moyenne en plus d'augmenter en nombre deux fois plus rapidement que la moyenne nationale.

La mission de 4 jours comportera des ateliers d'information sur les marchés, où seront abordés des sujets tels que le développement d'un plan et d'une stratégie d'exportation, les services de financement des exportations, la recherche sur les marchés internationaux, la technologie comme instrument de réussite sur le marché international, la commercialisation et le monde des affaires aux États-Unis, ainsi que le partenariat comme stratégie d'entrée sur le marché.

Chaque matin, lors d'un déjeuner-causerie, une femme d'affaires américaine et une seconde canadienne partageront leurs expériences et leurs succès sur les marchés internationaux. Des séances

de constitution de réseaux offriront aussi l'occasion de trouver des partenaires potentiels avec des dirigeantes d'entreprises et des représentants du gouvernement des États-Unis.

Le dernier jour, des « séances de liaison », soit des rencontres privées organisées au préalable entre des participantes de la mission et des représentants d'entreprises, de firmes de consultation et d'associations américaines, permettront d'examiner des occasions d'affaires particulières sur le marché lucratif, d'une valeur de 11,5 milliards \$, du centre du littoral de l'Atlantique des États-Unis.

Cette mission unique a également la particularité de présenter des séances où des participantes agiront à titre de conseillères. Ces séances mettront en contact de nouvelles exportatrices avec des femmes d'affaires qui ont réussi. En outre, le ministre Marchi animera une table ronde ayant pour thème « surmonter les obstacles » et durant laquelle des groupes pourront poser des questions et des dirigeantes d'entreprises importantes feront des recommandations. Des cas de réussite personnelle présentés par des femmes d'affaires canadiennes et des allo-

cutions de personnalités influentes du monde des affaires souligneront à leur tour le rôle dynamique des femmes dans la nouvelle économie.

### Le soutien de l'État

Cette mission est un projet important réalisé dans le cadre de l'Initiative des femmes canadiennes en commerce international, un programme de développement de l'entreprise de l'ambassade du Canada à Washington. L'Initiative est conçue pour aider les femmes d'affaires canadiennes qui sont prêtes à exporter à tirer parti des débouchés commerciaux pour leurs produits et services dans les États du centre du littoral de l'Atlantique. Au moyen de cette mission, le ministère des Affaires étrangères et du Commerce international offrira des renseignements sur les marchés, des études sur des secteurs déterminés, une multitude de ressources documentaires et la possibilité d'établir des réseaux et des relations d'affaires.

Pour plus de renseignements, communiquer avec l'ambassade du Canada à Washington, D.C., tél. : (202) 682-1740, poste 7305, fax : (202) 682-7619.



## Cross-border selling

*Winnipeggers join all-female trade mission to Washington*

WENDY STEPHENSON  
Business Editor

Helen Hafke, vice-president of DataSense Inc., fits the profile of many women business owners in Canada. She does not export. Only three per cent do.

But for her, that's about to change as she heads to Washington, D.C., next Tuesday with nearly 150 women as part of Canada's first international trade mission for businesswomen.

Winnipegger Kathy Drysdale of Pro-Image Pro-Systems is also participating in the four-day mission, headed by International Trade Minister Sergio Marchi.

"We've been looking at exporting software and training manuals, but this is a little sooner than we had thought," Hafke said yesterday.

"With software, you hit the market at the time it's open or you miss it completely ... someone gets there before you do. This was an open door and we jumped."

Arrangements have already been made for her to sit down and talk with several distributors and direct marketers, she said, adding her company designed a software package for direct marketers that allows them to track sales, clients and inventory.

Avon recently approved the software for distribution among its 70,000 sales representatives.

"I'm very excited about going. I almost have to pinch myself and say this is happening to me."

It will also be an opportunity to network with other Canadians, as well as an opportunity to learn, she said.

Workshops will cover such topics as: developing an export plan and strategy, managing the U.S. business culture, partnering, legal issues in today's marketplace and international business financing.

"It's a great time savings. We also get to get our name out there."

Nicki Dewar, a trade commissioner with the International Trade Centre in Winnipeg, said two million jobs in Canada are sustained through exports to

the U.S., yet 50 per cent of Canadian exports are achieved by only 100 firms.

The Canadian government's aim is to double the number of exporters by the year 2000, Dewar said.

The trade mission is focusing on women involved in information technology and telecommunications, consumer products, environmental technologies, agrifood and seafood products, professional and business services, cultural industries, health-care products and biotechnology.



# Trade mission to focus on women

BY LAURA EGGERTSON  
OTTAWA BUREAU

AS

OTTAWA — When Marianne Bertrand heads to Washington on Canada's first all-female trade mission next week, she doesn't expect to come back with a billion-dollar deal.

What the Toronto businesswoman does want is an education on how to increase her exports — and the connections to make that happen.

Bertrand, 35, is one of 120 women travelling to the U.S. capital on Tuesday for a four-day federal government trade mission designed to help boost the exports of female entrepreneurs.

Muttluk Inc., Bertrand's company, makes and sells fleece-and-leather boots for dogs. She projects sales of \$800,000 by the end of the fiscal year.

Although she already has some clients among North America's pet-store chains like PetSmart and Pet Valu, she hopes the trade mission will help her meet distributors or store owners to help boost sales in the Atlantic coast region of the United States.

## LARGER MARKET

"Export is really what I want to do with my product in the long term. In the States, they have such a huge population that I can have a smaller niche and still get a larger market," Bertrand said in an interview from Toronto.

"I feel if I learn how to export to the U.S. it will also help me elsewhere."

Muttluks is not one of the major multinationals, such as Bombardier or Northern Telecom, that normally grace Prime Minister Jean Chrétien's high profile Team Canada trade missions.

But Muttluks is the type of small firm Ottawa wants to promote, since small- and medium-sized businesses generate most of the new jobs in the Canadian economy. And even this mission is likely to result in some smaller-scale contract announcements — including one Bertrand is negotiating in



JOHN MAHLER / TORONTO STAR

**READY FOR WINTER:** Marianne Bertrand, whose company Muttluks Inc. makes boots for dogs, is heading to Washington on an all-female trade mission to boost exports.

the \$50,000 range.

Trade Minister Sergio Marchi is leading the expedition, organized by the Canadian embassy in Washington. The cost is \$300-a-person with a group rate for hotels and airfare.

Women own or operate 30 per cent of all Canadian businesses. Their firms are creating new jobs four times faster than enterprises run by men, and account for 1.7 million jobs in Canada.

But women's businesses don't export as much as enterprises owned and run by men, trade officials say.

Since Marchi's goal is to double the number of export-dependent jobs by 2000, Astrid Pregel at the Canadian embassy decided it was time to focus on businesswomen's needs.

Many women who are self-employed or starting small operations have questions on how to go about exporting, said Pregel, the minister-counsellor for international business development.

So part of the trade mission will consist of sessions led by women experi-

enced in exporting.

The embassy has also set up one-to-one meetings between participants and U.S. business people in their sectors.

Levana Schwartz, president of Lamwood Products in Rexdale, said she initially resented the fact that this was a "women's" mission.

"I said 'I don't need to be categorized and put in a box. I don't need help.' But the fact is, unfortunately, if it wasn't a business women's team, you would hardly find any women in there," she said.

"It's exciting because on a government level, someone is giving you an opportunity to participate in something that will give you an advantage."

Schwartz employs 30 people at Lamwood, which makes particle-board components for ready-to-assemble furniture. About 20 per cent of her sales are exports to Ohio, Indiana and Pennsylvania, and she wants to expand.

The trade mission is the perfect opportunity, she said.



OWNER OF VERY SUCCESSFUL FREDERICTON FIRM

## Betty Lee wants to sell in the United States

BY CATHERINE METCALFE  
The Daily Gleaner

Betty Lee believes in taking things one step at a time, even when it comes to building her business.

The owner of the very successful Fredericton-based Betty Lee's Food Service, Lee started out more than 20 years ago making spring rolls at her kitchen table.

When demand for the tasty morsels grew beyond her family and friends, she started selling from a table at the Boyce Farmers' Market. That move created more business and today, Lee oversees a full-fledged food service and catering business from her own building on the edge of downtown Fredericton.

Spring rolls are still the most famous item she offers, but Lee's workers also chop, dice, and sauté fresh vegetables and savory meats into approximately 20 other items, including mouthwatering parmesan cheese spinach balls and pot stickers.

Lee still has a booth at the farmers' market every Saturday, but she also sells thousands of her products annually to supermarkets, hotels and institutions all over Atlantic Canada.

But now, Lee is thinking bigger once again — and she's casting her eyes south.

requirements, she added. It's also designed to educate Canadian women business owners about the export market.

"I always say when you do business, it's not just a one-day kind of business," Lee mused. "It's a long development as far as I can see. So that's why I would like to go and have a first-hand look."

During the mission, Lee plans to attend workshops on the American business culture, developing a successful export plan and strategy and partnering as a market entry strategy.

She isn't expecting to become an exporter overnight. But she said the contacts she makes and information she gathers during the mission will be valuable as she begins planning for the future.

She's interested in tapping into the lucrative American food service market. And later this week she's going to get a chance for the kind of exposure to the American markets that many business owners would love to have.

Lee will join 125 other Canadian women entrepreneurs and business leaders participating in the first Canadian Businesswomen's International Trade Mission to Washington D.C.

In fact, Lee is one of only five New Brunswick business women selected for the mission. Rita Vallières, president of OPTIMUM Translation in Fredericton, Gwen McKay, president of Amulet Consulting in Fredericton, Deirdre Grondin, marketing professor at the University of New Brunswick, and Sharon Geldart-Wry, secretary-treasurer of Geldart's Warehouse and Cartage in Moncton, are also participating.

The mission, led by International Trade Minister Sergio Marchi, is designed to balance the fact that women business owners are under-represented in the export market even though one-third of all Canadian companies are owned by women.

And biding her time on entering the U.S. market doesn't bother this successful woman. Slow-and-sure has always worked for her in the past.

"I know it won't be an immediate kind of result," Lee said. "For some

The three-day mission will introduce potential export companies to the U.S. markets and give women CEOs a chance to explore business opportunities and form partnerships with firms from the mid-Atlantic states.

An astute business owner who holds a master in business administration from McGill University, Lee knows breaking into the American market is going to require a lot of thought and planning. So she was delighted to get the chance to be part of a mission that is focused specifically on helping Canadian companies learn about exporting to the U.S.

"For those consulting companies... it is much easier," she said in an interview. "But for the food business, we have more hurdles. We have to go through inspections and FDA (U.S. Food and Drug Administration) inspections — that kind of thing."

The trade mission will provide opportunities to make some contacts and gather information about export re-

other business women, they go and they are so-called 'market ready.'

"For me, I don't think I am market ready, because for food we have so many different conditions compared to consulting firms."

### The facts

Facts on Canadian women in business:

- one-third of Canadian firms are owned and operated by women.
- the 700,000 women-led firms in Canada are creating jobs at four times the average rate.
- women-owned companies con-

tribute 1.7 million jobs to the Canadian economy.

• self-employed women had the fastest rate of growth, 172 per cent. of all employment sectors from 1975 to 1990.

• projections are that there will be 680,000 self-employed women by the year 2000.



## TRADE

### Women-only mission visiting Washington

A group of seven prominent Calgary entrepreneurs heads to Washington, D.C., today as members of an all-woman international trade mission.

The Calgarians are among 125 women selected from across Canada to explore export opportunities in the U.S. The mission, from Nov. 12 to 14, will be led by International Trade Minister Sergio Marchi.

The Calgary group includes: Lori Donovan, partner, president and chief executive officer of First Step Inc.; Rita Egizii, president of Chromacolour International Ltd.; Arlene Flock, president, Flag Works; Eryka Haley, president, Wisdom Health Initiatives Inc.; Karyn Allan Keenan, senior vice-president, Arts and Communications; Debra Mauri, executive vice-president, Albi Homes Ltd.; and Vianora Warner, marketing manager, Warner Shelter Systems Inc.

The first-ever, women-only mission is part of a government initiative to double the number of Canadian exporters by the year 2000.

While one-third of Canadian firms are owned by women, they are under-represented in the export market, a government news release said.



## Women-only trade mission taps U.S.

### 125 business leaders explore export markets

JULIAN BELTRAME  
SOUTHAM NEWSPAPERS  
WASHINGTON

**B**ev Durvin represents the next phase of Canada's export market strategy.

The Calgary businesswoman is one of 125 business leaders accompanying Trade Minister Sergio Marchi on a three-day Team Canada trade mission to the Washington area designed to create even greater opportunities for Canadian products in the U.S.

Team Canada trade missions are becoming a routine part of Ottawa's strategy for building an export-oriented economy. What is different about this mission that begins today is its size, the fact that all the participants are heads or executives of small and medium-sized businesses, and that they are all women, representing women-owned firms from every province except Prince Edward Island.

"This couldn't have come at a better time for us because we are planning to launch our export plan for the U.S. in February," explains Durvin, who is director of marketing for Flagworks, a small firm with 20 employees and close to \$5 million in sales.

The company, owned by 1995 Canadian Woman Entrepreneur of the year finalist Arlene Flock, designs and manufactures sweatshirts, T-shirts and jackets emblazoned with distinctive designs based on national flags.

"For us, the key attraction was that the mission had an export emphasis and that it was made up of businesswomen was an extra comfort level for us," said Durvin, who was hoping she would find a market here for the company's new line of U.S. flag apparel.

The mission, the first of its kind for Canada, is almost a perfect fit of mu-

tual interests for the businesswomen and the Canadian government.

With more than \$1 billion in bilateral trade flowing across the Canada-U.S. border every day, the temptation may be to say that Canada's export objectives vis-a-vis their southern neighbor are being met.

But, in truth, both the U.S. and Canada believe that a vast, untapped trade potential lies in the small and

medium-sized firms of both countries which make up an increasing portion of the economy and rarely think beyond their regions.

And as a senior Canadian trade official pointed out, women-led small and medium-sized firms are growing at three or four times the rate of those directed by men. There are currently 700,000 women-led businesses in Canada, accounting for 1.7 million jobs.



At the same time, women business owners are the new kids on the block in the world of commerce and the least likely to have experience marketing their products and expertise outside the country.

The trade mission will give the Canadian women an opportunity to learn about customs regulations and market strategies, as well as make contacts with businesses in the Washington region. The Canadian entrepreneurs will be meeting with leaders of 80 regional firms on Friday.

"We're not going to take home \$100 million in contracts, but we know there are women who will be signing their first contracts in the U.S. this week," said Andrina Lever, a Toronto consultant who is one of the organizers of the mission.

For most of the participants, the value of the trip will be in the lessons to be learned about taking their enterprises to the next level.

"I'm looking forward to see who the mentors are, particularly the American mentors," said Sheena Pennie, president of the Ottawa-based Delta

Media public relations firm. "There are a lot of American women who have been successful in business and exporting who will have practical advice to offer."

Pennie, who recently handled public relations for the Somalia inquiry, said that coming from a capital city she is hoping to make useful contacts with her counterparts in the U.S. capital.

Others, like Melanie Sibbitt of Two Crazy Ladies Inc. of Toronto, is thinking purely in business terms. She has already formed a strategic partnership with a Nevada convention management firm to create promotional materials — such as T-shirts, pens, mugs and such emblazoned with corporate logos — for conventions in western U.S. and is now hoping to make inroads in the Northeast.

"We're the same as any other businesses, only they're run by women," she explained. "I'm looking at this as an opportunity of a lifetime because traditionally it's been men who have been the exporters. Now it's our turn."



## Women join first female trade jaunt

*New Brunswickers hope to develop trade in Washington*

By LISA HRABLUK and JULIAN BELTRAME

*Telegraph Journal News Services*

**SAINT JOHN** - This week four New Brunswick businesswomen will join 121 other women in the first-ever Canadian businesswomen's trade mission to the U.S.

Accompanying them on the four-day trip is University of New Brunswick marketing professor Deirdre Grondin.

Prof. Grondin was invited to participate because of her research on export initiatives by Canadian businesswomen.

The mission is being led by International Trade Minister Sergio Marchi who wants to double the number of female-led firms in the export market by the year 2000.

Sharon Geldart-Wry says she'll have only one thing on her mind when she arrives in Washington, D.C. today.

"I'm looking for more markets," said the owner of Geldart's Warehouse and Cartage in Moncton.

"The more you go out the more you reap."

Team Canada trade missions are becoming a routine part of Ottawa's strategy for building an export-oriented economy. What is different about this mission that begins today is its size, the fact that all the participants are heads or executives of small and medium-sized businesses, and that they are all women, representing female-owned firms from every province except Prince Edward Island.

Ms. Geldart-Wry bought her personal-goods moving firm from her father in 1981 and since then she has seen the industry evolve and change.

"The industry has diversified a lot. Thirty-three years ago we just carried furniture. Now we haul everything - plants, frozen foods, animals."

She is hoping this trade mission will introduce her to American businesswomen who may be in need of a reliable Canadian moving company to help transfer employees across the border.

In addition to networking with other business owners, Ms. Geldart-Wry will also share some of her knowledge during a roundtable discussion on border-crossing issues which she has been asked to lead on Friday afternoon.

The mission, the first of its kind for Canada, is almost a perfect fit of mutual interests for the businesswomen and the Canadian government.

With more than \$1-billion in bilateral trade flowing across the Canada-U.S. border every day, the temptation may be to say that Canada's export objectives vis-a-vis their southern neighbor are being met.

See TRADE, B2

## TRADE

*Continued from B1*

But, in truth, both the U.S. and Canada believe that a vast, untapped trade potential lies in the small and medium-sized firms of both countries which make up an increasing portion of the economy and rarely think beyond their regions.

And as a senior Canadian trade official pointed out, female-led small and medium-sized firms are growing at three or four times the rate of those directed by men. There are currently 700,000 women-led businesses in Canada, accounting for 1.7 million jobs.

At the same time, women

business owners are the new kids on the block in the world of commerce and the least likely to have experience marketing their products and expertise outside the country.

The trade mission will give the Canadian women an opportunity to learn about customs regulations and market strategies, as well as make contacts with businesses in the Washington region. The Canadian entrepreneurs will be meeting with leaders of 80 regional firms on Friday.

Rounding out the New Brunswick contingent are Fredericton businesswomen Betty Lee, president of Betty Lee Food Services Ltd.; Gwen McKay, president of Amulet Consulting Ltd. and Rita Vallières, president of Optimum Translation.



## Female business leaders begin U.S. trade mission

Trade Minister Sergio Marchi leads an all-woman Team Canada on a Washington trip involving small and medium-size firms.

JULIAN BELTRAME  
SOUTHAM NEWSPAPERS

WASHINGTON, D.C. — Bev Durvin represents the next phase of Canada's export market strategy.

The Calgary businesswoman is one of 125 business leaders accompanying Trade Minister Sergio Marchi on a three-day Team Canada trade mission to the Washington area designed to create even greater opportunities for Canadian products in the U.S.

Team Canada trade missions are becoming a routine part of Ottawa's strategy for building an export-oriented economy. What is different about this mission that begins today is its size, the fact that all the participants are heads or executives of small and medium-sized businesses, and that all are women, representing women-owned firms from every province except Prince Edward Island.

"This couldn't have come at a better time for us because we are planning to launch our export plan for the U.S. in February," explains Durvin, who is director of marketing for Flagworks, a small firm with 20 employees and close to \$5 million in sales.

The company, owned by 1995 Canadian Woman Entrepreneur of the Year finalist Arlene Flock, designs and manufactures sweat-shirts, T-shirts and jackets emblazoned with distinctive designs based on national flags.

"For us, the key attraction was that the mission had an export emphasis and that it was made up of businesswomen was an extra comfort level for us," said Durvin.

The mission is almost a perfect fit of mutual interests for the businesswomen and the Canadian government. Both the U.S. and Canada believe a vast trade po-

tential lies in the small and medium-sized firms of both countries.

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*Southam News*



## Woman executives target U.S.

### Team Canada delegation includes many women who run smaller firms

JULIAN BELTRAME  
Southam Newspapers

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The trade mission will give the Canadian women an opportunity to learn about customs regulations and market strategies, as well as make contacts with businesses in the Washington region. The Canadian entrepreneurs will be meeting with leaders of 40 regional firms on Friday.

"We're not going to take home \$100 million in contracts, but we know there are women who will be signing their first contracts in the U.S. this week," said Audrina Lever, a Toronto consultant who is one of the organizers of the mission.

For most of the participants, the value of the trip will be in the lessons to

be learned about taking their enterprises to the next level.

"I'm looking forward to see who the mentors are, particularly the American mentors," said Shereen Pennie, president of Ottawa-based Delta Media, a public-relations firm. "There are a lot of American women who have been successful in business and exporting who will have practical advice to offer."

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Others, like Melanie Sibbitt of Two Crazy Ladies Inc. of Toronto, is thinking purely in business terms. She has already formed a strategic partnership with a Nevada convention-management firm to create promotional materials - such as T-shirts, pens, mugs emblazoned with corporate logos - for conventions in the western U.S., and is now hoping to make inroads in the Northeast.

"We're the same as any other businesses, only they're run by women," she explained.

"I'm looking at this as an opportunity of a lifetime because traditionally it's been men who have been the exporters. Now it's our turn."





WAYNE HIEBERT, THE OTTAWA CITIZEN

Thérèse McKellar, vice-president of St. John Enterprises, is one of several women travelling to Washington, D.C., on a trade mission. She wants to sell computer-based multimedia versions of first aid and babysitting programs.

## All-female trade mission cuts trail into lucrative U.S.

Marketing wares outside of country missing experience for many women

BY JULIA ELLIOTT  
AND JULIAN BELTRAME  
The Ottawa Citizen

As Thérèse McKellar issues sales figures and market hopes, you can almost hear a rehearsed pitch.

No wonder. Her clear, no-nonsense delivery is going to help sell Americans on St. John Ambulance health-related products and training programs, among them child care, babysitting, home and occupational safety. Next spring, she hopes to have "paper-based" programs available on software.

Ms. McKellar, chief operating officer of St. John Enterprises, is one of 125 businesswomen accompanying Trade Minister Sergio Marchi on a three-day Team Canada trade mission to the Washington, D.C., area. The event is designed to create even greater opportunities for Canadian products in the U.S.

The mission, the first of its kind for Canada, is almost a perfect fit of mutual interests for the businesswomen and the Canadian government.

With more than \$1 billion in bilateral trade flowing across the Canada-U.S. border every day, the temptation may be to say that Canada's export objectives vis-a-vis their southern neighbour are being met.

But in truth, the U.S. and Canada believe that a vast, untapped trade potential lies in the small and midsize firms of both countries that comprise an increasing portion of the economy

and rarely think beyond their regions.

And as a senior Canadian trade official pointed out, women-led small and midsize firms are growing at three or four times the rate of those directed by men. There are 700,000 women-led businesses in Canada, accounting for 1.7 million jobs.

At the same time, women business owners are the new kids on the block in the world of commerce and the least likely to have experience marketing their products and expertise outside the country. The government hopes this mission will help double the number of Canadian exporters by the turn of the century. About 5,000 companies had significant export sales in 1995.

Ms. McKellar, a 46-year-old accountant and former senior manager with Bank of Montreal, is one of seven women from the Ottawa area on the trade mission.

The mission is billed as a chance for Canadian businesswomen to learn more about the whys and wherefors of exporting to the United States. And it provides a big chance to develop business connections with mid-Atlantic states — Maryland, Delaware, Virginia and the District of Columbia — where the country's concentration of high-tech industry is second only to California's Silicon Valley.

Mission organizers are also matching Canadian businesses with firms

dealing in consumer products, business and professional services plus the U.S. government and international financial institutions, says Astrid Pregel, manager of the Canadian Embassy's business development program in Washington.

"What we have (on the trade mission are women who represent) small and medium-sized companies — the majority of which are not exporting — so we're looking for people to network, both among themselves and with Americans," she says.

"Department studies indicate that about 50 per cent of the members of a trade mission can expect to do some pretty concrete business within 18 months."

Ms. McKellar is confident her product can fit into the U.S. market, which especially needs babysitting and home safety training courses. St. John already sells products and programs to Florida and Texas, as well as providing first aid and CPR training in Haiti and Vietnam, and other services in Europe and South America. The company already has a proven track record providing first-aid and CPR training for the Canadian military, RCMP and most airline employees.

Ms. McKellar wants to sell that know-how to the U.S. airline and military market. "Our research told us that in order to grow into the United States, we needed to change our paper-based courses into multimedia, interactive computer-based training.

To accomplish this, St. John paired with JetForm affiliate Why Interactive, a 13-year-old multimedia learning company with 35 employees. And this month, JetForm, Why Interactive and St. John formed a new company called VTVA Interactive Learning Inc.

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See WOMEN on page D2  
Ottawa Citizen — (Business Section)



# Women: Canadians can compete in U.S. market

Continued from page D1

"As the new CEO for VIVA, I'm going down to the States in order to find distribution channels and marketing opportunities for St. John and VIVA," says Ms. McKellar. "We feel quite strongly that our 600,000 people that we (now) train could be 6 million in the States. And our \$40 million in sales could be \$100 million in sales."

What would help is one or two contacts helping with distribution and marketing channels — contacts Ms. McKellar hopes to find in Washington this week.

Canadians can be successful in the American market with the right product and competitive pricing, she says.

"Right now with our (low) dollar

'Right now with our (low) dollar and our stable economy, we have a competitive advantage, and now is the time to go and do this.'

and our stable economy, we have a competitive advantage, and now is the time to go and do this."

The other Ottawa-area businesswomen who were chosen to take part in the trade mission are: Sheena Penne, president of Delta Media Inc., a public affairs and communications agency; Randi Hansen, president of

Gainsborough Communications Group, which focuses on the creation, production and distribution of video and print materials; Diane Girard, president of Microtrain International, which specializes in the development and marketing of information technology products and services; Micheline Bélanger, president of Osprey Associates, a consulting firm with business, professional and educational services; Nata Maggio, director of finance and administration for ShowBase Inc., which, among other products, produces database publishing software; and Francine Whiteduck, president of Whiteduck Resources Inc., a specialist in program evaluation and consulting services in economic development and education.



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AM-Cda-U.S.-Trade, Bgt

Canada to proceed with trade deals despite U.S. setback

By Robert Russo

WASHINGTON (CP) - Canada's effort to sign bilateral trade deals in Latin America will proceed undeterred by the failure of the Clinton administration to win congressional authority for accelerated hemispheric free trade talks.

"Canada does not intend to allow a delay in securing fast-track to slow our own agenda to further trade liberalization in the Americas," Trade Minister Sergio Marchi told a U.S. business audience Thursday.

President Bill Clinton withdrew a bill from the U.S. Congress this week that would have given him fast-track authority.

The bill was headed to certain defeat after most of Clinton's fellow Democrats in the House of Representatives said they would not support the legislation.

Fast-track authority would have allowed Clinton to negotiate trade deals in Latin America without concern that they would be re-written by Congress.

Marchi said Clinton's failure to secure fast-track authority from the U.S. Congress would not be "a fatal blow" to efforts to establish a hemispheric free trade zone encompassing North, South and Central America.

But it is unlikely that any country would risk negotiating trade deals with the United States if there is a chance that the deal would be picked over by the U.S. Congress.

"Canada needs an America that looks outward, not inward," Marchi said.

The Latin American market is too important to Canadians to wait for the U.S. to settle domestic squabbles over fast track, Marchi said.

"The growth is there. The opportunities and partnerships are there," said Marchi. "By the year 2000, this region will have a population of nearly 500 million and a GDP of \$2 trillion."

While Canada insists it will press ahead, increased trade between North and South America depends to a large extent on U.S. leadership in the fight to drop trade barriers.

The Americans have led the charge to lower tariffs around the world since the 1930s.

Marchi met with U.S. Commerce Secretary Bill Daley and U.S. Trade Representative Charlene Barshefsky to gauge the Clinton administration's willingness to pursue fast-track authority.

Daley told a luncheon meeting of Canadian businesswomen the fast-track bill would be re-submitted to Congress, likely next year.

"The business that Canada and the United States do together will stand as a very important model," Daley said. "We must continue to set that model for the rest of the world."

CP 1923ES 13-11-97  
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# Women, Canadians can compete in U.S. market

## Management briefs

### Women on a mission

This week marks the first Canadian businesswomen's trade mission to the United States. Sponsored by **Royal Bank of Canada**, the four-day mission to Washington ending tomorrow is focused on networking and providing a chance for Canadian businesswomen to meet with U.S. companies and associations. Sectors represented by the 100 Canadians include consumer products, environmental technologies, agriculture and food, health care, biotechnology, and business services.

— Staff



## Des femmes d'affaires de la région à Washington

LeDroit

p. 26

Une mission commerciale composée uniquement de femmes d'affaires a quitté mardi le Canada pour Washington, D.C., avec à son bord sept entrepreneures de la région d'Ottawa-Hull.

La mission de trois jours, dirigée par le ministre du Commerce international, Sergio Marchi, a pour but d'accroître la proportion d'entreprises dirigées par des femmes sur les marchés d'exportation. Cent vingt-cinq femmes d'affaires y participent.

Les femmes détiennent et exploitent un tiers des entreprises canadiennes. Les 700 000 entreprises qu'elles dirigent créent 1,7 million d'emplois, un taux quatre fois supérieur à la moyenne. Pourtant, elles sont sous-représentées sur les marchés d'exportation, souligne le ministère des Affaires étrangères et du Commerce international.

Sept femmes d'affaires de la région participent à la mission: Diane Girard de Microtrain International (Aylmer), Micheline Bélanger, de Osprey Associates (Ottawa), Nata Maggio, de Showbase (Aylmer), Thérèse McKellar, de l'Ambulance Saint-Jean (Ottawa), Francine Whiteduck, de Whiteduck Ressources (Ottawa), Sheena N. Pennie de Delta Media (Ottawa) et Randi Hansen, de Gainsborough Communications Group (Ottawa).

Plus de 425 femmes avaient manifesté leur intérêt pour la mission à Washington. Les organisateurs ont dû choisir celles qui étaient le plus prêtes à exporter.....



## Libre-échange avec l'Amérique latine : le Canada n'attendra pas les États-Unis

Presse Canadienne  
WASHINGTON

(C.2)

Les efforts déployés par le Canada pour signer des ententes de libre-échange avec des pays d'Amérique latine vont se poursuivre comme avant, même si aux États-Unis l'administration Clinton a été incapable de convaincre le Congrès d'accélérer les pourparlers de libre-échange dans l'hémisphère.

« Le Canada n'a aucunement l'intention d'accorder un délai pour la mise en branle de négociations rapides qui retarderait notre propre calendrier de libéralisation des échanges commerciaux dans les Amériques », a déclaré, hier, le ministre canadien du Commerce, Sergio Marchi, devant une assemblée de gens d'affaires américains à Washington.

Le président Bill Clinton a retiré le projet de loi qu'il avait soumis au Congrès, cette semaine, qui devait lui donner carte blanche pour l'organisation de négociations rapides — le « fast track ». Le projet était voué à une défaite certaine après que la majorité des alliés démocrates du président à la Chambre des représentants eurent indiqué qu'ils ne le supporteraient pas.

En ayant l'entière responsabilité pour des négociations rapides, M. Clinton aurait pu négocier des ententes commerciales avec des pays d'Amérique latine sans craindre que le Congrès ne cherche à les modifier.

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# Canada won't wait for U.S. to pursue free trade A.7

BY JULIAN BELTRAME  
The Ottawa Citizen

WASHINGTON — Canadian Trade Minister Sergio Marchi told American business leaders yesterday that the federal government would continue to pursue free trade in the hemisphere even if the U.S. pulls out.

Referring to President Bill Clinton's failure to secure "fast-track" authority to negotiate new trade deals, Mr. Marchi said he does not believe the setback is a major blow to the next summit on a Free-Trade Agreement of the Americas scheduled for April.

With a hemispheric agreement envisioned by 2005, Mr. Marchi said there is still plenty of preliminary work leaders of the 34 countries can tackle, even if Mr. Clinton's hand is weakened by Congress's rejection of fast track.

But he said the U.S. president will need that authority eventually or the FTAA program could collapse.

"FTAA's launch will not be fatally wounded," he said. "What will be de-

layed is the latter part of negotiations. Countries will not cross t's and dot i's and they won't negotiate twice with the United States."

Mr. Marchi said while Canada wants the U.S. to play a leading role in negotiations for the comprehensive, rules-based hemispheric trade agreement, the stakes are too high to wait for Congress to approve fast track. Mr. Clinton has said he will again seek fast track early next year.

Mr. Marchi noted that by 2000, Latin America will have a population of nearly 500 million pumping out a gross domestic product of \$2 trillion US and is being courted by Europe.

"Canada will pursue its agenda in Latin America with or without fast track," he said, adding that the federal government signed a free-trade deal with Chile which is already paying dividends and will be taking the same approach with Brazil, Argentina, Uruguay and Paraguay.

Citizen/Southam Washington Bureau

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## Women's trade summit set for 1999 at York U. A13

By LAURA EGGERTSON  
OTTAWA BUREAU

OTTAWA — Canada will be the host for a women's trade summit at York University in 1999 to try to help businesswomen increase their exports.

Trade Minister Sergio Marchi announced plans for the Canada-U.S. women's trade summit, to be held in May, 1999, at the end of the federal government's first all-women trade mission to Washington, D.C.

The summit "will bring together women business leaders from our two countries to identify — and recommend ways to eliminate — the barriers that inhibit businesswomen from entering international markets," Marchi said in a speech at a lunch for William Daley, the U.S. commerce secretary.

Although women own or run a third of all Canadian businesses, they are under-represented among the ranks of companies that export.

Marchi hopes the summit and a cooperation agreement between the Women Entrepreneurs of Canada and the National Foundation of Women Business Owners, a U.S. group, will help increase business between the two countries.

By the end of the Washington trade mission, the government announced that five Canadian firms that participated had signed agreements or strategic alliances with U.S. companies worth about \$10.2 million in total.

Among them was Mississauga-based TRI-AD International, which signed a partnership agreement with Surfair of Atlanta to promote TRI-AD freight services in the United States. The contract could be worth \$4 million, the government said in a news release.



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## Marchi chides U.S. for free-trade setback

38

Says Canada will keep chasing Latin deals

BY BARRIE MCKENNA  
Washington Bureau

WASHINGTON — Trade Minister Sergio Marchi says he doesn't need the United States to pursue Canada's free-trade ambitions in Latin America.

President Bill Clinton's failure to win fast-track trade negotiating powers from Congress this week won't knock Canada off its own game plan, Mr. Marchi assured about 150 members of the U.S. Chamber of Commerce in Washington yesterday.

"Canada does not intend to allow a delay in securing fast-track to slow our own agenda to further trade liberalization in the Americas," Mr. Marchi said, straying from an early draft of his speech.

"... The global economy is becoming increasingly interconnected and we do not intend to watch from the sidelines."

Ottawa is negotiating a trade and investment co-operation agreement with the Mercosur trading bloc — made up of Brazil, Argentina, Paraguay and Uruguay — and hopes to have a deal as early as January. Last year, Canada and Chile signed a full free-trade agreement, modelled on the North American free-trade agreement.

Mr. Marchi chided the Americans for missing lucrative trade opportunities in their own backyard while the European Union is "very aggressive and engaged" in trade talks with Mercosur.

More importantly, he warned that the signing and implementation of a sweeping free-trade area of the Americas (FTAA) deal will be delayed unless the Clinton administration can regroup and secure fast-track by next April. That's when the 34 North and South American leaders are due to kick off the hemispheric free-trade talks at the Summit of the Americas in Santiago, Chile.

"You will not have 33 countries ne-

gotiate twice" with the U.S., he said. "They will obviously want to do it once and to do it right. It is not fatal to the start. It will get launched. But it hampers and delays the process, if in fact fast-track is delayed."

On Monday, Mr. Clinton, facing defeat, decided to delay the vote in Congress on the bill that would renew his fast-track negotiating authority, which expired in 1994. Fast-track authority allows the administration to enter new trade deals and then simply put those agreements to a yes or no vote in Congress. Without it, Congress can amend trade deals at any stage of negotiations. A vote on the fast-track bill is expected next year.

"We need to decide, collectively or individually, if we want to get in on with this [FTAA] request. . . . For Canada's part, we have accepted to go through that door," Mr. Marchi said.

Various U.S. officials, including Mr. Clinton, have pointed to last year's Canada-Chile free-trade deal as a key reason for granting fast-track authority. They have argued repeatedly that the deal gives Canadian companies, such as Northern Telecom Ltd., a leg up on U.S. rivals.

Mr. Marchi said one way to overcome resistance to free trade, in the United States and elsewhere, is by highlighting "the fiscal dividend" that flows from more open economies, including higher incomes, higher labour and environmental standards and more money for schools and hospitals.

He added that he's still "confident and hopeful" that Mr. Clinton will win fast-track authority in time for the Santiago summit.

Mr. Marchi also said he reminded U.S. Trade Representative Charlene Barshefsky and Commerce Secretary William Daley in separate meetings that he will resist attempts by the administration to buy fast-track votes by cracking down on Canadian imports.



P.23 Ententes de libre-échange avec les pays d'Amérique latine

## Le Canada ira de l'avant malgré les échecs aux États-Unis

Les efforts déployés par le Canada pour signer des ententes de libre-échange avec des pays d'Amérique latine vont se poursuivre comme avant, même si aux États-Unis l'administration Clinton a été incapable de convaincre le Congrès d'accélérer les pourparlers de libre-échange dans l'hémisphère.

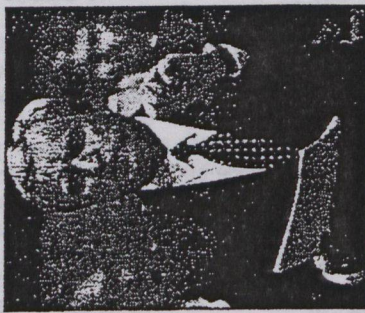
PC - Washington

«Le Canada n'a aucunement l'intention d'accorder un délai pour la mise en branle de négociations rapides qui retarderait notre propre calendrier de libéralisation des échanges commerciaux dans les Amériques», a déclaré hier le ministre canadien du Commerce, Sergio Marchi, devant une assemblée de gens d'affaires américains à Washington.

Le président Bill Clinton a retiré le projet de loi qu'il avait soumis au Congrès, cette semaine, qui devait lui donner carte blanche pour l'organisation de négociations rapides - le «fast track».

### Voué à une défaite

Le projet était voué à une défaite certaine après que la majorité des alliés démocrates du président à la Chambre des représentants aient



Sergio Marchi

indiqué qu'ils ne le supporteraient pas. En ayant l'entière responsabilité pour des négociations rapides, M. Clinton aurait pu négocier des ententes commerciales avec des pays d'Amérique latine sans craindre que le Congrès ne cherche à les modifier.

### «Coup mortel»

Selon M. Marchi, l'échec de Bill Clinton ne peut être considéré comme un «coup mortel» aux efforts de mettre en place une zone de libre-échange hémisphérique, comprenant les Amériques du Nord, centrale et du Sud.

Toutefois, il est peu probable

qu'un pays se risque à négocier une entente de libre-échange avec les États-Unis s'il y a un risque que le Congrès modifie cette entente.

«Le Canada a besoin d'une Amérique ouverte et non fermée», a lancé le ministre Marchi, ajoutant que le marché latino-américain était trop important pour le Canada pour qu'il attende que les Américains aient fini de se quereller sur le sujet.

Selon le ministre Marchi, en l'an 2000, la population des pays d'Amérique latine atteindra près de 500 millions d'âmes et le marché global quelque 2000 milliards \$.

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Libre-échange

## Le Canada continuera de négocier dans les Amériques

Washington (PC) — Les efforts déployés par le Canada pour signer des ententes de libre-échange avec des pays d'Amérique latine vont se poursuivre comme avant, même si aux Etats-Unis l'administration Clinton a été incapable de convaincre le Congrès d'accélérer les pourparlers de libre-échange dans l'hémisphère.

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L'échec de Clinton au Congrès n'empêchera pas le Canada de poursuivre ses démarches





CHRIS KLEPONIS

Claudette Garnier (left), Emerance Martin and Marjolaine Castonguay stood tall in front of the U.S. capital's Capitol Building.

# Fishing for D.C. deals

## Woman entrepreneurs took their hooks to Washington

**CHERYL CORNACCHIA**  
*The Gazette*

WASHINGTON - Claudette Garnier had no qualms about being part of the first-ever all-woman trade mission to the U.S. capital. It meant a chance to show off her goods south of the border.

Garnier, one of several woman entrepreneurs from the Gaspé region who have found innovative ways to market fish, was on a four-day federal-government trade mission to Washington led by International Trade Minister Sergio Marchi.

The mission, with 125 Canadian businesswomen, 24 of them from Quebec, ended yesterday with match-making sessions between the Canadian businesswomen and representatives of 80 Washington-area firms.

Garnier's products - quality leather goods made from fish skins - are sold in about 30 boutiques across Quebec and last year racked up \$175,000 worth of sales for Garnier's small company, *Les Cuir de la Mer Inc.*, in Bonaventure on the Gaspé coast.

However, as eye-catching as Garnier's leather goods are, they went not as potential exports, but as gifts when

Team Quebec's trade mission toured China this month. "Bouchard's office called and ordered 24 notebook holders before they left," said Garnier. "Until then, I didn't even know about that mission."

This week, however, the 54-year-old Gaspé businesswoman was in the know - and happy to be showing off her fish skin garments, wallets and key chains as potential exports. Garnier, who has been in the fish skin business for 12 years, had meetings with two prospective U.S. distributors.

Please see **WOMEN**, Page C2



# Role players

## Trade mission targets niche companies

### WOMEN

Continued from Page C1

"I don't have a deal yet," said Garnier, dressed in a two-piece leather suit made from flounder and clutching a matching bag.

"But it's different when you meet people one-on-one. You can follow up."

Les Cuir de la Mer, which employs eight women, is the only enterprise in Quebec to use the skins of salmon, shark, flounder, turbot and cod - formerly discarded material. The skins, which come from factories where fillets are made, are tanned for 10 days and then sewn together into items ranging from \$3 souvenirs to \$200 purses.

Her business, like many led by females, fills a niche in her community and was the kind of company the all-woman trade mission tried to recruit.

On the China mission, only seven of the 141 businesspeople were women. Just 10 per cent of the 360 members of Team Canada's trade mission to south-east Asia in January were women.

In Washington, the story couldn't have been more different.

"The synergy has been fabulous," said Danielle Medina, president of Medina Foods of Montreal and one of nine mentors on the mission. "There's been amazing energy. This is definitely going to boost women's businesses."

During power lunches, power dinners and power breakfasts, women learned how they own or operate 30 per cent of Canadian businesses, how their firms create new jobs four times faster than male-run enterprises and account for 1.7 million jobs in Canada.

Marchi told the women that the government also wanted to learn from the mission - especially how to help female entrepreneurs overcome barriers preventing them from taking part in the more than \$1 billion trade crossing the Canada-U.S. border every day.

Only 10 per cent of small- and medium-sized companies export, he said. That's why two-thirds of participants on the Team Canada trade mission to South America in January will represent small- and medium-sized firms.

"I'm ready to export now," said Emerance Martin, owner of Quality Fish Murray & Martin Inc. in the Gaspé town of Hopsa.

Martin, 37, said she stopped exporting fish roe to Germany by the barrel in 1991 - "they were selling it back to Canada in bottles" - and for the past five years she has been developing her own product and packaging.

Her product, 50-gram jars of red- and black-lumpfish caviar, retails under the Emerance brand for about \$10. But it is distributed only in Quebec.

That could change soon. In Washington, she met an Ontario businesswoman who has a chain of gourmet food stores, a U.S. catering firm and a major American distributor interested



CHRIS KLEPONIS, AFP

Claudette Garnier wore one of her fish-skin dresses to the Washington seminar for businesswomen.

in her cold-packed product.

"I know you don't make a deal overnight, but I'm feeling pretty good now," Martin said. "One deal would change everything for me."

The mission was part of the next phase of Canada's export program, which recognizes that the country has a wealth of small- and medium-sized firms that can offer the world unique made-in-Canada goods and services.

Marie Stamp, a trade commissioner at the Canadian embassy in Wash-

ington, said she was pleased with not just the mission but with government promises, including Marchi's commitment this week to put more trade

commissioners into Canadian embassies and consulates. As a result, she said, more market intelligence will be offered to Canadians looking to export their goods and services abroad.

Marjolaine Castonguay, 35, president of PESCA, Conseillers en Biologie Inc., said she doesn't know how much better the intelligence could be.

Her Gaspé company employs six people and last year made sales of \$300,000 improving fish-spawning areas.

Castonguay, who speaks little English, arrived in Washington on Tuesday with a suitcase full of her firm's brochures, but small expectations.

But as the mission drew to a close yesterday, she said she felt like she was walking on water.

"They were serious," Castonguay said after meeting representatives of two Virginia firms. "It could mean a four-year project and \$1 million."

"They said nobody does what we do," she added. "I have to come back here in a month. I guess I'll learn English."

**"There's been amazing energy. This is going to boost women's businesses."**







# Local mover shaking up Washington D.6

■ Sharon Geldart-Wry part of first women's international trade mission

By DAN RUBINSTEIN  
TIMES & TRANSCRIPT STAFF

It may be her first trip to Washington, but Sharon Geldart-Wry hasn't had time to tour around the American capital yet. She's simply been too busy for the likes of the Lincoln Monument and Smithsonian Museum.

"We're making history here," the Moncton businesswoman said in a telephone interview from her D.C. hotel room yesterday. "It's been one exciting week. My mind is just boggled by all the info they've thrown at us. It's so intense."

Geldart-Wry, the secretary-treasurer of Geldart's Warehouse & Cartage, a moving company, is in Washington for the first-ever Canadian businesswomen's international trade mission to the U.S. capital. The mission is being led by

Canada's International Trade Minister Sergio Marchi.

The three-day gathering, which wrapped up late yesterday, was an opportunity for 160 Canadian women to learn about exporting their goods and services south of the border. Geldart-Wry was one of just four New Brunswickers there, the other three women are from Fredericton.

"We've been given all kinds of exposure. People are ready to help us expand our export markets," said this year's winner of the Prix Muriel Fergusson Award, given biannually to a woman in New Brunswick who demonstrate leadership in management, innovation and contribution to her community.

During the mission, which featured chances to network, meetings, workshops, and a dinner at the Canadian embassy, Geldart-Wry said opportunities to connect with Marchi were tremendous. Each of the 160 delegates got to know the minister personally, she said.

She also thought the workshops were very helpful. At one of the sessions, Geldart-Wry led a table of women talking about the problems they face getting goods across the border.

"Eight ladies sitting around this table made \$50 million in revenue last year," she said, explaining that the collective spirit in Washington excited everybody there. "Everybody is revved up — there's no other way to explain it."

In Canada, roughly one-third of all companies are led by women. These 700,000 firms create jobs at four times the average national rate and today employ about 1.7 million people. These numbers are all growing, Geldart-Wry said, and now Marchi had taken notice and gotten on side.

"The minister said he never realized how much energy and dedication we bring to the Canadian economy. He saw why we're growing so fast. And, as far as we're concerned, if the government doesn't have a follow up for this, we're going to do it ourselves."

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# Women's trade jaunt opens door to the U.S.

First-time D-11 mission provides export assistance

BY DANA FLAVELLE  
BUSINESS REPORTER

Entrepreneur Melanie Sibbitt got to bend the International Trade Minister's ear, dine with Canada's ambassador to the U.S., and sign an export deal worth at least \$250,000 (U.S.) — all during last week's Businesswomen's Team Canada Trade Mission to Washington, D.C.

Sibbitt was one of 125 Canadian business owners on the four-day trade mission, the first of its kind aimed specifically at women entrepreneurs.

The mini-trade mission was designed to give women entrepreneurs the kind of government export assistance often enjoyed by larger, male-run enterprises, organizers said.

"It's very prestigious to get an introduction through your embassy," said Andrina Lever, of Toronto-based business consultants Lever Enterprises Inc., which acted as special advisers to the mission.

Yet, women entrepreneurs are under-represented on traditional Team Canada trade missions, Lever said. Often they're too long, too expensive and aimed at larger firms than most women run, she said.

"Often, they're 10 days to two weeks long, and many women can't afford to be away from home that long, especially if they have children."

Women-owned firms are creating jobs at four times the national average, she said. There are now 700,000 Canadian businesses owned by women employing 1.7 million Canadians, more than the top 100 companies combined, she said.

It was these arguments that convinced Canada's embassy in Washington to host an all-women's trade mission, led by International Trade Minister Sergio Marchi.

Sibbitt's firm, Two Crazy Ladies Inc., a name chosen simply because she and her sister like to make people laugh, was one of several that signed deals during the trip. The company's business is corporate incentive and promotional products, such as T-shirts, ball caps and key rings, she said.

Sibbitt estimates the value of the strategic alliance she formed with a convention organizer based in Las Vegas could boost her annual sales by at least a third.

The total value of the trade mission in terms of future sales is still being tabulated, said Astrid Pregel, minister-counsel international business development, the senior embassy official who organized the mission.

Many women on the trip did as much business with each other as they did with the Americans, Lever said.

"Apparently, that happens on other trade missions as well. We just don't hear about it."

The mission included opportunities to meet with Marchi to discuss business concerns. Along with the usual complaints of getting through cus-

toms, several women wanted income tax laws changed so they could declare child-care costs as a business expense.

Sarmite Bulte, a lawyer and MP for Parkdale-High Park who was on the trip, has already raised the issue with Finance Minister Paul Martin.

"If you own your own business why shouldn't you be able to write off your nanny's salary the same way you write off your assistant's salary."

Carol Feeny, who runs Hip Hype Inc., an Internet public relations and marketing company in Toronto, raised the GST issue with Marchi. Her U.S. clients don't want to pay it and wait to be reimbursed.

"It makes dealing with Canadians a hassle."

Several participants described the trip as an incredible morale booster for themselves and their business.



## Allan Fotheringham



### How Washington fell to the women of Canada

Americans won't admit it, of course, but in 1814 British troops stormed Washington and burned down the White House. It's a bit of history not drummed into the minds of American schoolchildren.

Last week, Washington was invaded again from above the border, this time by 120 women known as Broads Canada. The moniker (which no man would touch) is the invention of the ineluctable Pamela Wallin, of TV fame. In real life it was the Businesswomen's Team Canada Trade Mission, mounted by Trade Minister Sergio Marchi for a four-day assault on American markets.

You want assault? Here is the winsome Marianne Bertrand of Toronto, proprietor of Muttluks Inc., who makes and sells fleece-and-leather boots for tender dogs who apparently can't stand Canadian ice and snow. She thinks she already has \$800,000 in annual sales—and just wait until those rich matrons on Fifth Avenue find this neat Christmas gift for the poodle.

Assault? Here is the lady from Medicine Hat, Alta., who owns Ciders by Shamrock, a company that makes juice concentrates. At an Asian businessmen's conference in Vancouver, she left a sample of apple cider concentrate and a cup of water at each desk. They all drank the concentrate.

Such are the droll stories from Broads Canada, which of course is about serious stuff, since one-third of the small businesses in Canada are owned or led by women. The Royal Bank, not a charitable organization the last time we looked, sponsored the invasion and Charlie Coffey, a Royal executive VP who tried to ride shotgun on the troupe, confessed that "We're here for the money."

Nice to hear such honesty from a banker. With 120 women here, it is a lot of disposable income looking for a bank account. The Royal had its advertising tableau prominent in the lobby of Arthur Erickson's magnificent Canadian Embassy, within a martini toss of Capitol Hill, the only embassy in Washington that is on Pennsylvania Avenue.

Here is Sabine Schleese, managing director of a firm in Stouffville, Ont., that makes designer saddles and "equine accessories." They make a plaster cast, she explains, of a rider's "nether regions."

The rider sits, wearing tight-fitting Lycra pink pants, in plaster for 20 minutes while it hardens. And, she has told her husband, "if Tom Selleck comes in, I'll do the fitting."

It is a Week from Hell at the Westin Hotel. Some 250 Canadian women who applied for Broads Canada were turned down. Some genius had booked 100 rooms for 120 delegates. The Westin, in a brilliant performance of public relations, blamed it all on a computer—the bad nanny of all mistakes—and tried to stiff one customer (name supplied on request) with a \$270 tariff for a postage-stamp room instead of the trade mission's \$139 rate.

Such is life in the fast lane. All problems were eased by the sunshine demeanor of the wonderful Connie Connor, who had her 15 minutes of fame a while back when bopped by Sondra Gotlieb, wife of Canada's then-ambassador. Connor is still at the embassy as business development officer.

There is a real touch of class from the elegant Bianca Battistini, vice-president of Can-Am Group Inc. of Magog in Quebec, which specializes in training exporters to find American partners. Women, she explained in one session, are the fastest-growing segment of small businesses in Canada. As such, they can network across Canada, reaching out from Quebec and into Quebec, and thus provide a glue that can keep Canada together. A moving moment.

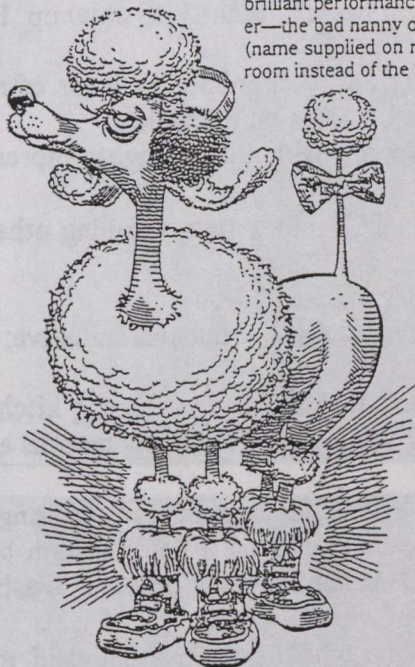
There is the lady from Vancouver who was marketing fridge magnets with "a wow factor." She wore a necklace from which dangled a lock from Louis Vuitton luggage. She explained that she was going to keep it around her

neck until she finally made enough money to buy the actual luggage. Washington in the autumn is sublime. John F. Kennedy once described it as a city that combined "northern charm and southern efficiency." Because of its distance from the frost of the tundra, its foliage is still yellow and orange. White House scandal marches the land and no one cares.

At the National Museum of Women in the Arts, the founder is the archetypical blue blood, Wilhelmina Cole Holladay, wonderfully mannered and dressed as impeccably as one would imagine from her name. She explains the building was the former national headquarters of the Masonic Order and has been totally restored with \$5 million raised privately. The lady from Vancouver with the fridge magnets opens her purse and waves the three-dimensional geegaws in the doyenne's face, like a barker at the midway.

At the closing black-tie banquet at the embassy, the white dome of Capitol Hill bathed in spotlights just out the window, *The Guinness Book of Records* for cleavage is won hands down, naturally, by a delegate from Quebec. *The Guinness Book of Records* for a long speech is captured easily by an earnest lady from the Royal Bank.

Beware, Americans. Your puppies will no longer suffer from chilblains and your husbands will have their nether regions immortalized in plaster.



ROY PETERSON





[The Calgary Herald]

This wasn't your usual trade mission -- it was serious stuff!

Byline: *Anne Crawford, Calgary Herald*  
Dateline:  
Section: *Business*  
Page: Length:  
Date: *Mon 24 Nov 1997* Edition:

A group of skeptical Calgary entrepreneurs trudged off to Washington earlier this month as members of Canada's first-ever women-only trade mission to the U.S.

They weren't expecting much.

As true individualists, they regard with suspicion any initiative by government, including this mission led by International Trade Minister Sergio Marchi and a posse of federal bureaucrats.

Boy, were they surprised.

"We have to tell you how exciting this was," says Arlene Flock, bursting with more enthusiasm than usual. "The minister, Sergio Marchi, didn't just show up. He was with us for the whole three days. Can you imagine?"

Flock, who owns Flag Works, and her newly appointed director of marketing and export, Bev Durvin, were joined by six other Calgary women on the junket.

Altogether, there were about 100 women with the strongest representation from, guess where, Ontario.

"I went in saying, 'OK, here we go again,'" Flock says, recalling other trade missions she's been on where little was accomplished.

"I've been on 'junkets.' This was not just a junket.

"They listened, they heard. They're very serious about this initiative; they're committed to international trade."

Durvin is the former owner of Benkris & Co., the award-winning kitchenware company that declared bankruptcy earlier this year. She joined Flag Works a few months ago and shared Flock's skepticism prior to the mission.

Not anymore. Durvin was impressed by the department's goal setting -- "just like private industry." Results of the mission are being measured on a point system based on export deals done. They even have a barometer in the Canadian embassy office in Washington to keep track, Durvin says.

"They brought all the big guns in. The whole thing was beyond my expectation -- the professionalism, the knowledge, the giving."

Flag Works was the only firm to have two representatives on the mission.

"We separated our duties. It was very entrepreneurial," says Durvin.

She attended all "technical functions" -- the myriad of seminars on such topics as Managing the U.S. Business Culture and Legal Issues for Success in Today's Global Marketplace. The seminars were short and to the point, yielding names of people, places and institutions to target for further information.

Flock did the "cerebral" thing, according to Durvin. She met with the Canadian consuls from five cities -- Detroit, Boston, New York, Chicago and Washington.

The whole experience "reduced our learning curve by a year," says Flock. Flag Works, which until now has exported less than one per cent of its production, will have an export strategy in place by month end and will be putting it into action by February, she says.

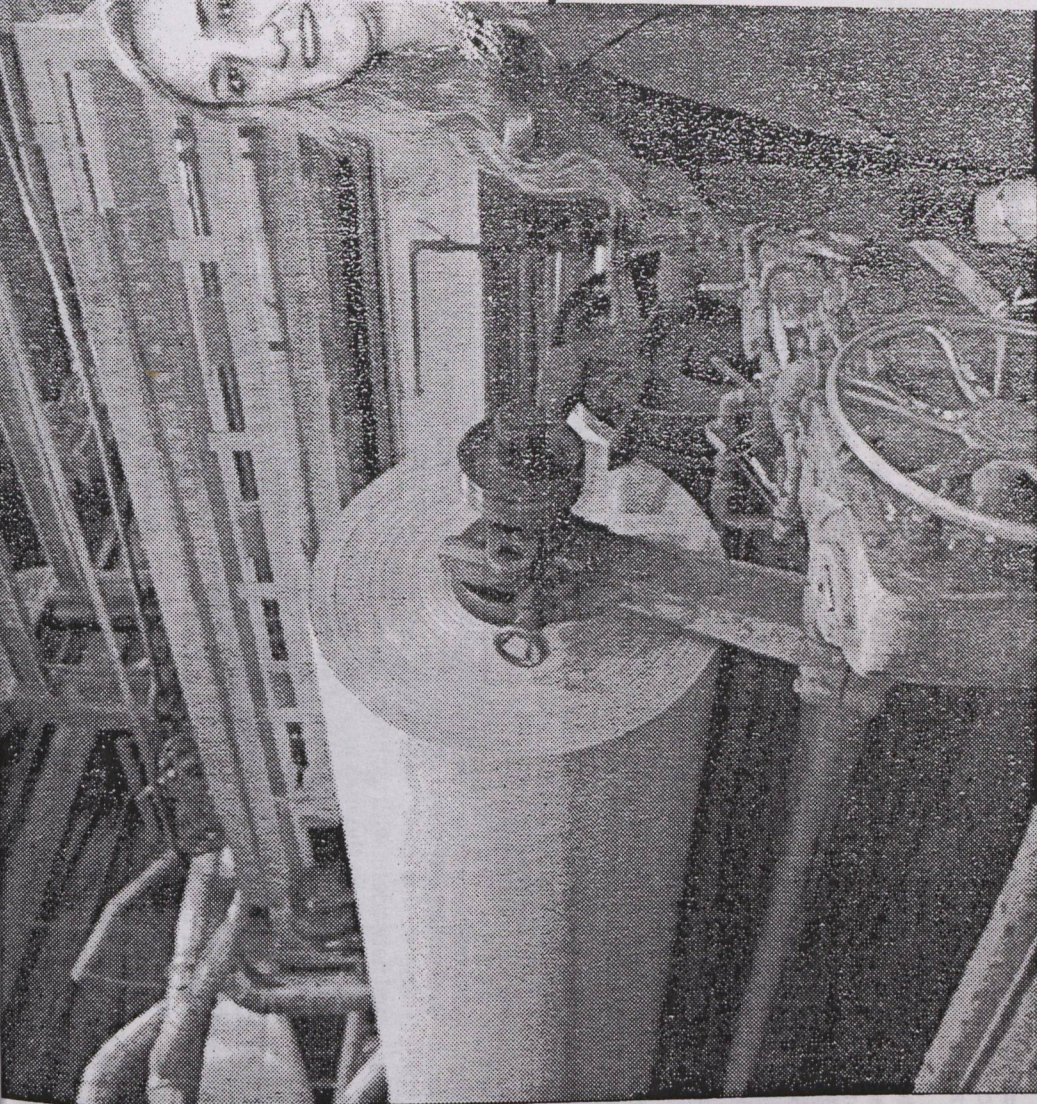
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DAVE SIDAWAY, GAZETTE.

Jeanne Ritter of Domino Film and Television Ltd.



Robin Saunders signed a \$7-million contract with Stone Container Corp.

Montreal Gazette Dec 1, 1997

# Women on a mission

Twenty-four Quebec women were part of a government-sponsored trade mission to the U.S. designed to boost small and medium-sized businesses. We ask a few of them how they fared



**CHERYL CORNACCHIA**  
*The Gazette*

Robin Saunders isn't waiting for the phone to ring, she's making the calls. Unlike most of the other business-women on the trade mission, Saunders came home from Washington with a deal.

While most of the female entrepreneurs were in how-to workshops, Saunders, 46, was signing, in the same Washington hotel, a \$7-million-a-year contract with one of the world's paper giants, Chicago-based Stone Container Corp.

Her small Hemmingford company, North American Speciality Papers, will now market and sell Stone paper products in Greenland, Iceland, the Faroe Islands and Ghana.

The deal - one of six finalized during the four-day mission - was held up as an example of how small and medium-sized businesses led by women can make it south of the border.

But to be fair, Saunders said she has been courting Stone for years.

Her company represents several Quebec mills, including Uniforêt Tri-pap in Trois-Rivières and Quebec City's Daishowa, and imports and exports newsprint, container board, security papers, writing papers, lottery tickets and other paper grades.

She explained when new shipping lines opened up out of Halifax 2½ years ago, Canadian paper products became more internationally competitive and that opened up the possibility of expanding in overseas markets.

Saunders said when she realized the opportunity she requested market information from Canadian commercial officers in Iceland, Greenland and some other places - "They were great" - and then she got even busier.

She began courting customers there, traveling to Iceland three times in the past 18 months, meeting customers face-to-face, competing in local tenders and improving her knowledge and profile in the market.

**J**oëlle Montpetit is in trucking; Jeanne Ritter distributes Canadian movies and TV programs; and Robin Saunders's line is paper. But last month in Washington, all three were talking as if they were in the same business - and they were.

The businesswomen were three of 125 female entrepreneurs, 24 of them from Quebec, who packed their power suits, left their families behind and joined a four-day federal government trade mission to the U.S. capital. Their goal was to find American customers.

The mission, led by federal International Trade Minister Sergio Marchi and organized by the Canadian embassy in Washington, was designed to boost small and medium-sized businesses here at home.

It was Canada's first all-woman trade mission any-

"Every time we went, we tried to expand our market into different grades of paper," she said.

Before her recent deal with Stone, her company had won a tender to supply Quebec paper for the Icelandic white pages, sold newsprint to the major daily paper in Reykjavik and began studying the Icelandic fish industry, a potentially huge customer of Quebec packaging.

She has learned about the culture there, how they do business and, basically, what is what: "On my first trip, I woke up in my hotel room at 3 a.m. and was panic-stricken that I had missed my 8 a.m. meeting. They have 24 hours of sun in April."

Now North American is a known commodity in Iceland and the surrounding region and as a result, she said, it was no surprise Stone would reward her company with their business there.

"In the realm of paper, a big company like Stone will watch you in the market for four or five years," she explained. "If you prove yourself, only then will they talk a deal."

Saunders is a businesswoman of 20 years, a mother of two grown daughters, a former college professor and an American by birth. She moved to Canada from Philadelphia 5½ years ago when she met and fell in love with a French-Canadian businessman in the paper industry.

where and *The Gazette's* Woman News section was there as the women networked like honeybees, power-lunched like there was no tomorrow and made sales pitches at every turn.

Throughout the four-day mission, we kept an eye on the Quebec delegation, a diverse group of women marketing everything from fish-skin leathers to computer software, jewelry and immigration expertise.

But to evaluate the mission and its success, we followed three women more closely: Robin Saunders, president of North American Speciality Papers Inc. in Hemmingford; Jeanne Ritter, owner of Domino Film and Television Ltd. in Montreal; and Joëlle Montpetit, owner of Transpotech Consultant Inc. in Saint-Eustache.

We checked in with them again last week.

But Ritter's company is small and her hope was to expand her business into the U.S.

To that end, wherever she went in Washington she left videos of two new feature films that her company has ready for release and a catalogue of all the other motion pictures and television programs her company has for sale.

And, now, she is waiting.

"It's hard to say what will happen until they look at my pictures," she said. "It's not the same thing as when you have a product they can see right there and then."

Admittedly, she was not alone in those try-to-make-a-deal sessions. Two other Canadian businesswomen were also in the meetings with PBS and CPB. But thanks to a frank discussion in the cab on the way to the CPB offices, they came to an agreement on the order and length of their presentations.

"I did this once before, and the first person who talked stole the whole meeting," Ritter said.

This time around, she had a chance to sell her company and came away anything but empty-handed.

She learned how to apply to CPB for co-production - "their protocols keep changing" - and how PBS is opening up new services, including an international 24-hour children's channel.

"That's important," she said. "You don't make deals the first time around. You have to learn where their interests lie."

Please see **MISSION**, Page B6



Since moving, she has worked long and hard establishing her own company north of the border, and she says, her recent deal is sweet payback.

"We're one of the small fish in the sea who gets the contract nobody looks at," said Saunders of her latest deal. "But those contracts," she quickly added, "make a huge difference to us."

It could take another month before Jeanne Ritter hears anything back from Washington, but the Montreal film distributor is optimistic.

It was the first time she was part of a trade mission, and while in Washington she saw executives of the Corporation for Public Broadcasting and a vice-president of PBS, the Public Broadcasting System.

She was so busy making contacts and networking with the other Canadian women on the mission, she even missed one meeting the Canadian embassy had set up for her, and she cut short another when it became evident the American firm was trying to sell to her, not buy from her.

Ritter's company is Domino Film and Television Ltd. The company - run out of her N.D.G. home - sells Canadian feature films and television programs to broadcast clients across Canada and abroad. Domino's foreign sales have included deals with broadcasters in France, the U.S., Japan, Britain and Europe.



# 'There's going to be networking, sharing'

## MISSION

*Continued from Page B5*

"That means keeping your ears open, something Ritter did during the entire mission.

During a breakfast at the National Museum of Women in the Arts, she heard someone from the museum mention they were considering putting on an exhibit of the work of Canadian painter Emily Carr in the next two years.

"My ears perked up," said Ritter. "We are putting together 13 one-hour episodes on remarkable women, starting with Emily Carr."

After the meal, Ritter rushed up and introduced herself to the woman, who in turn introduced her to another woman, the curator of the museum, who in turn offered her expertise to the film and a venue for the completed film's American screening (the museum's theatre).

Now, at home, Ritter put that serendipitous breakfast and the entire mission in context.

"Maybe I didn't come home with contacts.

"But I do have some new ongoing contacts and there's going to be networking, sharing of information and who knows what else."

♦ ♦ ♦

Now that she is home, Saint-Eustache businesswoman Joëlle Montpetit is sleeping again, a little less stressed out and back to smoking her usual one pack a day.

Throughout the four-day mission, the 32-year-old businesswoman could be seen pacing the lobby of the Westin Hotel where the meetings were held, sitting in the hotel bar (until 2 and 3 in the morning) and excusing herself early from meal tables.

She worried away the Tuesday, Wednesday and Thursday of the mission because Friday, her final day in Washington, was marked by 11 meet-

ings with potential customers from the D.C., Virginia and Maryland areas.

"The Americans don't speak French and I don't speak English, much," Montpetit said last week.

"The stress was my own fault," Montpetit, along with her husband, is owner and operator of Transpotéch Consultant Inc. in Saint-Eustache, which employs a full-time staff of six and last year made sales of \$1.4 million. Combining information technologies, telecommunications and 10 years of trucking expertise, the company in an instant, can connect a customer with the most competitive carrier in a network of 700 trucking companies. Canada-U.S. regulations regarding loads also give the Quebec company a competitive edge.

The company already has a few U.S. customers, but wants to expand.

Before arriving, Montpetit was confident her company had a lot to offer companies on the eastern seaboard—a market worth \$11.5 billion—but she just wasn't sure how she was going to get her sales pitch across.

"We can offer a 40-per-cent discount on what many of them are spending," said Montpetit. "I worried for nothing," she said.

On the Friday, she held court in a suite in the Westin Hotel while company after company came to her. "They were very sympathetic and I asked them to repeat things I missed. The language was money. And there was no problem there."

She is now negotiating with three of the companies and her late-night trips to the hotel bar have also paid off. A couple of the women from the mission she met there, including a wine-and-beer producer from Ontario and a Quebec caviar manufacturer, have called her asking for price quotes.

Back in Saint-Eustache, Montpetit, also a mother of two, is back to her 60-hour workweek and fielding calls from potential customers.

"I'm very tired," said Montpetit. "But that's the way it is for most women in business."

Montreal Gazette, Mon/Dec 1/97



Joëlle Montpetit, president of Transpotéch Consultant Inc.

B-6



# Businesswoman cheered for addressing political problems

THE GAZETTE Montreal Monday Dec 1, 1997

WASHINGTON – Businesswoman Bianca Battistini dared to say what many of the other women had only thought, and when she did the response was thunderous.

“Seventy-five per cent of the time, when I meet a potential customer, they ask me about Quebec independence,” Battistini said to applause from 125 Canadian businesswomen in Washington.

“They want to know, for instance, if they buy something, whether they are going to be able to have it serviced for the next 10 years.”

The businesswomen – from Quebec and the rest of Canada – jumped to their feet, stomped on the floor and a few jumped on their chairs to show the Magog businesswoman their appreciation.

During last month’s all-woman trade mission to Washington, federal International Trade Minister Sergio Marchi had asked the businesswomen for recommendations on what the government could do to help their businesses.

He accepted 27 recommendations,



JOHN KENNEY, GAZETTE  
Can-Am VP Bianca Battistini.

most of them, about tariffs, visas and other less volatile things, graciously. But as for what to do about Quebec in-

dependence?

“I noticed his face went red,” said Battistini, vice-president of Can-Am Group Inc. in Magog. “For the rest of the mission, I wasn’t too popular with the government people.”

Battistini had asked Canadian businesswomen if they wanted to set up a consortium, Canadian Women Exporters for Canada, and to break down the barriers the government had failed to.

“You know that it’s an export mission and it’s going to help us domestically,” Battistini said after her speech.

Now home, Battistini, who had been invited as a mentor on the four-day trade mission, is back at work and busy organizing, along with some local businesswomen, the new group’s first public meeting.

“We’re going to do something in Montreal in June,” said Battistini. “We need to import women from the other nine provinces into Quebec and export Quebec women into the rest of Canada.”

– Cheryl Cornacchia

## Facts on businesswomen

Here are some interesting facts on the role of Canadian women in business:

- One-third of Canadian firms are owned and operated by women.
- The 700,000 women-led firms in Canada are creating jobs at four times the average rate and last year generated \$37 billion in sales.
- Women-owned companies contribute 1.7 million jobs to the Canadian economy.
- Only 10 per cent of small and medium-sized companies export. About 100 Canadian companies are responsible for 50 per cent of all exports.
- Projections indicate that there will be 680,000 self-employed women by 2000.

SOURCE: DEPARTMENT OF FOREIGN AFFAIRS AND INTERNATIONAL TRADE



## Women in business

After reading Allan Fotheringham's column "How Washington fell to the women of Canada" (Nov. 24) at least three times to be sure I hadn't missed something, I could only come to the disheartening conclusion that humor wasn't his goal. His

shocking lack of propriety would have even the most rabid anti-feminist gasp in dismay at his frivolous and mean-spirited treatment of his subject matter. There is an upside, however. It confirms the research from the U.S. National Foundation for Women Business Owners, which finds that the number 1 concern of women entrepreneurs is not access to capital; it is, in fact, being taken seriously. The bulk of my professional life is spent teaching corporate Canada how to reach and, more important, keep the rapidly growing female entrepreneurial market. People like Fotheringham will ensure a long and healthy business lifespan for this woman entrepreneur.

*Joanne Thomas Yaccato,  
President, Women and Money Inc.,  
Toronto*

Loved Allan Fotheringham's witty exposure of Canadian women entrepreneurs as the flaky broads they so clearly are. Especially liked the references to cleavage, Lycra pink pants and Tom Selleck, must-haves in any piece about women. Your readers might enjoy a mirror piece about Canadian male entrepreneurs, with references to those with large penises and stories that underscore the silliness of their businesses and ambitions. How about expanding this concept to other groups, say aboriginals and Roman Catholics? Yet at the risk of appearing bigoted, I suspect they may not have women's capacity to tolerate being jabbed so vigorously by Mr. Fotheringham's short, little stick.

*Katherine Gay,  
Toronto*

MACLEANS 'DEC 3'



Draft article for CanadExport - 15 December 1997 edition  
by Amir Guindi, Editor, CanadExport, Department of Foreign Affairs and  
International Trade.

## **Canadian Businesswomen in Washington**

### **A Dynamic Force to Be Reckoned With**

*International Trade Minister Sergio Marchi led the first-ever Canadian businesswomen's trade mission to Washington, D.C., from November 12 to 14. The mission brought together a wealth of talent from Canada's most promising and ambitious women entrepreneurs, determined to do their share in the revitalization of the Canadian economy and creation of jobs for Canadians.*

Many of the 125 Canadian participants came to Washington to create contacts with U.S. firms, or to strengthen already existing networks by forming strategic alliances with potential U.S. partners. All came to hone their knowledge about the intricacies of the U.S. market, as well as to network and establish links with other Canadian women entrepreneurs.

#### **Mission facilitated deal making**

For all of the participants, the mission was a great tool for reaching out to the U.S. market -- even for seasoned entrepreneurs such as Bianca Batistini, vice-president of CAN-AM, a Magog, Quebec, consulting firm specializing in immigration and export services. Batistini, who has been involved in the U.S. market since 1982, came away from the mission with a potential U.S. partner specializing in commercial law who she believes will facilitate her work in the United States.

The mission exceeded the expectations of Rita Vallières, president of Fredericton, New Brunswick's, Optimum Translation, a world leader in linguistic services. Vallières, who discovered an excellent potential partnership with a U.S. translation firm, believes the mission has heralded in a new era of women entrepreneurs.

This sentiment was echoed by Melanie Sibbitt, President of Two Crazy Ladies Inc., of Willowdale, Ontario -- a Canadian promotional products firm that announced, during the mission, a partnership with U.S. convention and meeting planning group, KT and Associates Inc.

Convinced that women need to be taught at an early age how to manage their money and take charge of their life, Sibbitt will be collaborating with three other entrepreneurs she met on the mission on a book showing women how to take the plunge into business.



### **Networking with fellow Canadians**

The mission also provided a valuable opportunity for participants to network with other Canadian businesswomen. Wendi Copeland is president of Stamp of Approval, an innovative custom products company in Vancouver that has recently shipped its first order to the United States. In addition to helping her fine-tune her knowledge about U.S. business practices and make contacts with potential U.S. distributors, the mission enabled Copeland to discover many Canadian talents she would have never otherwise encountered. As a result, she will be teaming up with three other Canadian businesswomen to launch a new product.

The president of Quebec City's Pluralité, Odette l'Anglais, also came on the mission to find out what other Canadian women entrepreneurs have to offer. Her multidisciplinary company, which specializes in project review, co-ordination and implementation, has undertaken firefighting and civil defence projects in Mexico and Colombia and is currently acting as an industrial partner for various mixed-economy projects in the Slovak and Czech Republics. During the mission, l'Anglais identified a potential Canadian partner -- a manufacturer of pressure pipes -- to team up with for overseas projects.

For Canadian women to succeed in overseas markets, says l'Anglais, they have to concentrate on areas in which they have expertise, establish solid business links with clients, and be very flexible in order to overcome the numerous obstacles on the road to export success.

### **Learning from their U.S. counterparts**

Meetings with Washington businesswomen who own and operate communications companies gave Gainsborough Communications' Randi Hansen good insight into what the local market can bear and what to expect when approaching the U.S. marketplace. For her company, which specializes in the creation, production and distribution of video and print materials, making a strategic alliance with an American businesswoman will be key to entering the U.S. communications/production industry.

Hansen also noted that meetings with American counterparts helped her gain an understanding of the different ways business is conducted in the two countries. She believes the bonding that occurred between the participants, as well as women's flexible approach to conducting business, will overcome those differences.

### **Will to succeed**

As Minister Marchi noted in his remarks at a luncheon honouring U.S. Secretary of Commerce William Daley, women have the capability to put forward the effort needed to succeed.

A case in point is Diane Fafard, president of the Canadian jewellery manufacturer



FAF Design of Montreal. Success did not come easily for Fafard, who began her business as a distributor from her home basement in 1992. Five years after developing a niche of clients, she began manufacturing pewter and gold brooches; the company now has 15 permanent employees and 18 manufacturing agents serving more than 1,000 client retailers across Canada and the Eastern United States.

Fafard is quick to recognize the value of this exploratory mission for new exporters. The mission was timely in her plans to choose an agent for the Mid-Atlantic region next year -- to supplement the one she recently appointed in Boston. Stressing that success in the United States hinges on having a first-class agent, she noted the valuable suggestions that the Canadian embassies can make.

### **Receptivity to businesswomen's concerns**

All of the Canadian participants who spoke to *CanadExport* considered the mission valuable in explaining the U.S. market and the need to adapt Canadian products and services to suit American customers. They found the information sessions extremely useful, especially those relating tips on doing business in the United States. All were pleased to discover the ready availability of export information and assistance from the Canadian government.

The participants were particularly impressed by Minister Marchi's receptivity to their concerns as businesswomen and exporters. Sibbitt expressed the group's confidence that Minister Marchi will act on the recommendations put to him to break down the barriers businesswomen face and to improve the business climate for women entrepreneurs.

All believe that the Minister's initiative in creating this mission will help the corporate world to realize that women entrepreneurs are a force to be reckoned with.

1016 words

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Canadian Businesswomen's  
International Trade Mission  
La Mission commerciale internationale  
des femmes d'affaires canadiennes

## ELECTRONIC MEDIA \ PRESSE ÉLECTRONIQUE

DEIRDRE MCMURDY (CTV): About 30 per cent of Canadian businesses are owned by women, but when it comes to expanding and to the exporting, sometimes these female entrepreneurs lag their male counterparts. And to address, a female Team Canada mission has landed in Washington, meetings begin this morning. -We are going to talk with Andrina Lever, one of the mission's organisers, and with Lori Donovan, owner of First Step, a Calgary shoe company.  
Good morning.

ROTH: Good morning.

MCMURDY: Now Andrina, I want to start with you. You helped organize this mission; why do women need their own trade mission?

ANDRINA LEVER (Advisor, organizer for trade mission): Well traditionally, Canadian women have not participated in the normal Team Canada trade missions, and we wanted to encourage them because we knew there were a lot of women in Canada whose businesses were growing, and they had good







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## BUSINESS WOMEN TRADE MISSION IN WASHINGTON

DEIRDRE MCMURDY (CTV): About 30 per cent of Canadian businesses are owned by women, but when it comes to expanding and to the exporting, sometimes these female entrepreneurs lag their male counterparts. And to address, a female Team Canada mission has landed in Washington, meetings begin this morning. We are going to talk with Andrina Lever, one of the mission's organisers, and with Lori Donovan, owner of First Step, a Calgary shoe company. Good morning.

BOTH: Good morning.

MCMURDY: Now Andrina, I want to start with you. You helped organize this mission; why do women need their own trade mission?

ANDRINA LEVER (Advisor, organizer for trade mission): Well traditionally, Canadian women have not participated in the normal Team Canada trade missions, and we wanted to encourage them because we knew there were a lot of women in Canada whose businesses were growing, and they had good



products and services that were capable of export. So I think in the past, they haven't marketed properly or they didn't know about these trade missions. And the U.S. is our first and largest and logical trading partner.

MCMURDY: Well, who is participating in this particular event, then?

LEVER: There are about 125 different women business owners and representatives. Originally more than 400 applied to come on this trip, and these women represent all sectors across the country, almost every province is involved. And their businesses range from single consultant operations to major manufacturing operations.

MCMURDY: Well, how did you winnow out the applicants? How did you decide who would make the cut here?

LEVER: Well primarily, they had to be export-ready or almost export-ready, and they had to have a viable product and service that was suitable for the American market. Because remember, we are focusing on the American market. And primarily, the mid-Atlantic part of America. And they had to be quite established and ready to do business in the U.S.

MCMURDY: All right, Lori, over to you now. You're an entrepreneur with your own operation. What exactly are you expecting to get out of this trade trip?

LORI DONOVAN (Owner of First Step Inc.): Well, what was key for me in coming to this trade mission was the word export. My company, as Andrina's



just said, is export-ready. We actually already are exporting, 30 per cent of our revenue is exported into the U.S. We have a product that has been proven to be very marketable in the global marketplace, and we're ready to expand, and we want to expand in the U.S. We've just recently gone public, so we have the capitalization to aggressively market the U.S. and I came here to try to seek out some opportunities, use some of the resources the Canadian Embassy or the Canadian government have to help me find other opportunities and other clients.

MCMURDY: Are you expecting to actually sign contracts on this trip, or you really networking in principle?

DONOVAN: Totally networking. I'm not expecting to sign contracts now.

MCMURDY: As an entrepreneur and a woman in business, why do you think more women haven't participated in these big, flashy trade missions? I mean, it must help a lot in terms of credibility to have Jean Chrétien on the bus.

DONOVAN: Yeah, I guess the only reason would be maybe perhaps women are a little bit intimidated, they don't feel their companies are big enough to come to the trade mission. It's a little more comforting to women knowing that it's an all-women's trade mission, but again, the key for me was the word export and networking, not necessarily the fact that it was all women.

MCMURDY: Now Andrina, in addition to sort of the hard-core trade meetings that are going to take place, what else is on the agenda over the next



couple of days? Hey, do you have a spouses' bus, by the way? Do you have a spousal bus tour?

LEVER: (Laughs) Actually, the short answer to that is no. There will be two days of workshops and seminars guiding people about the export process, export financing, getting to understand the U.S. culture, the business culture. There will be networking opportunities, there will be a dinner tonight where mentors will be speaking at each table with the women. Tomorrow, there will be round table discussions with Minister Marchi, discussing the issues that women face in business, particularly in international trade. A lot of the issues are the same that all small businesses face, but sometimes there are larger barriers because of the nature of women's businesses.

So we'll have an opportunity to present these directly to the Minister. There will be a lunch tomorrow with both Minister Marchi and Secretary Daly, Secretary of Commerce Daly. And tomorrow night, we'll end in a gala. There will be signings tomorrow afternoon. We do know that some women will be signing joint ventures and memorandums of understanding with the Minister present tomorrow. So it's quite a package.

And on Friday, there will be actually one-on-one business meetings, business matching with more than 400 business matches taking place. This is the largest project the Canadian Embassy has ever undertaken.



MCMURDY: And Lori, finally, back to you. Do you have advice? I mean, you mentioned that about 30 per cent of your sales are already in the U.S.

Do you have advice for other women who are in business for themselves and are thinking about entering the export market? Are there any tips in particular?

DONOVAN: I think the way that I got into the export market or into the U.S. was just by continually trying, finding clients that I felt suited my product and never giving up, constantly going after them and talking to them and eventually, getting a contract with them. And my only recommendation is that it's really a tough market to crack, but it is very crackable.

MCMURDY: All right. Well, thank you very much both of you, and good luck with the mission.

BOTH: Thank you.

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DELEGATION OF WOMEN ENTREPRENEURS IN WASHINGTON

JOHN LACHARITY (CBO): Well, a delegation of Canadian women is in Washington today. To find out what they hope to accomplish, they're including in their group the Minister of International Trade, Sergio Marchi, is leading the delegation of 125 women entrepreneurs. Seven of those business women are from the Ottawa area, one of them is Sheena Penny, president of Delta Media Incorporated of Ottawa, and she's on the line this morning from Washington. Good morning.

SHEENA PENNY (President, Delta Media Inc.): Good morning John.

LACHARITY: How, how did you get involved in this?

PENNY: Well, gee, it's sort of a roundabout way to begin with, before it actually hit the papers. There was quite an announcement Minister Marchi made about two months ago, I guess. But we sort of heard about it from one of our clients at Industry Canada, which sparked interest immediately in the business and of things in our place, in our shop. And... so we thought it would be a tremendous



opportunity, so we decided to apply and fill out all the right applications, and we were chosen. We were extremely fortunate to have been chosen.

LACHARITY: A tremendous opportunity for what?

PENNY: Well, it's interesting, a lot of people have asked me that. Basically, I think it boils down to three different areas. One is networking. I don't think enough can be said for networking, as you know, it's a very, very important part of business life. The second one, perhaps, would be called making contact. It's easy to make a phone call or talk to somebody over the phone or try and find information over the phone, but it's much nicer if you can come down and actually meet people face to face and get the information that you need by speaking to somebody individually. Because that information gathering, of course, is the third component, and that information could be vital to setting up proper networking procedures and also providing more contact.

LACHARITY: Now, what business is Delta Media Incorporated involved in?

PENNY: That's also a very good question. We are the largest public relations firm in Ottawa. We were established in 1991. My partner Tim Cain and I started up the business and '91, and we have done very well so far. We're a sort of a new kid on the block. But just to give you an example of the kinds of things it is that we've done, we've recently completed to work with the Somali Inquiry. We worked with the Somalia Inquiry for two years, providing all their public and



media relations support. As a matter of fact, I was the spokesperson for the whole commission for the two years.

Recently, we started working with the Ministry of Foreign Affairs on the land mines issue, and we're going to be providing all those media logistics, accreditation on ground support to all the media who are going to come to attend that particular treaty signing in December. So we feel that we have an excellent type of expertise in sensitive issues, crisis management, public and media relations that we now can sell to the Americans.

LACHARITY: And is that the point of this? Is there going to be active deal making during your relatively brief time there in Washington?

PENNY: Well, I think the emphasis is going to be on, again, the making the contacts, seeing what's out there, what are the types of things that we should be aware of, either as we are moving into the market in the States, as we are expanding our market in the States, or if you haven't actually yet come to the States. I think it's sort of groundbreaking in that we're going to be learning from the ground up exactly what is involved so that we don't make any mistakes, and they've done it before so many other times, and there are lots of mentors from Canada with us as well, Canadian business women. So I think we're going to learn what not to do so that we don't waste our time doing those kinds of things, and we can really concentrate on doing the things that are going to make up get the deals and prosper in the American market.



LACHARITY: Now, I had a couple of statistics here that are, well, fairly amazing. One of them, a third of Canadian firms are owned and operated by women, impressive enough on its own. But when you add to that the fact that as a group, they create jobs at four times the average rate. But the one area of weakness, or one of the areas of weaknesses tends to be in export. Now, is that because of the very nature, the kind of businesses are not export-oriented, or the track record's not there? What do you think?

PENNY: Well, I think that a lot of these businesses are what they term small to medium size. That means that we're not the Corels or the Newbridges or the IBMs. We're just small to medium size. We provide the backbone as far as contributions to Canadian economy, really. And as you say, the importance of creating jobs is there. As far as being able to get into the export market condition, I think sometimes that is reserved for the big players. If you see the trade missions that have been organized by the federal government so far, it is very large corporations who are either invited to attend or able to attend.

And if you look at the women to men ratio on those missions, it's a very, very low women to men ratio. So this provides an excellent opportunity for it to be 100 per cent women who are the owners of these small to medium-size businesses who can offer a great deal of expertise as well as consumer products to the American market.



LACHARITY: Now, if the entire delegation - essentially, 125 women - what kind of American contacts will that attract? Will it also be female-lead entrepreneurial activity, or are you expecting a complete spectrum to be attracted to this?

PENNY: Well, it's interesting, they set up a lot of workshops where we will be speaking with American women, counterpart-type women who are involved in areas of expertise that we are involved in, whether it's consumer products or high-tech or training or PR, as it would be in my case. So we are having access to women in these particular sectors. As well, they've set up individual one-to-one meetings with women in our sector or sectors that we have identified on various sheets that we filled out, sectors that we're interested in perhaps establishing contacts in. So they have also, through the Canadian Embassy, arranged these meetings for us. I haven't gone to any of them yet, so I can't tell you what the outcome of that has been. But it's extremely well organized.

LACHARITY: Well, good luck with it, mostly interesting, and we appreciate you taking time to speak with us from Washington this morning.

PENNY: My pleasure, John.

LACHARITY: That's Sheena Penny, president of Delta Media Incorporated, that's of Ottawa, part of a first-ever Canadian business women's trade mission taking place this week in Washington.

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CANADIAN BUSINESS AND WOMEN

JOANNE STEFANYK (CBC-NW Anchor): More than one and a half million Canadians work for businesses that are run by women. Most of those companies are small, but they represent the fastest-growing sector in the business world. Because they're small, not many women get involved in high-profile government trade missions, so a female only delegation is in Washington this week to try to boost trade with the United States.

And we're joined now from Washington by two of these women who are part of the trade mission - Arlene Flock, Ms. Flock is from Flagworks(?), a Calgary-based company; and Betty Lee, who is owner of Betty Lee Food Services in Fredericton, New Brunswick.

Nice to see both of you today. I want to begin with you first of all, Ms. Flock. You are a clothing manufacturer. What problems do you have now trying to do business across the border?

ARLENE FLOCK (Calgary businesswoman): Well, actually it's... we're taking it more as an opportunity, I guess. And it's pretty exciting because this



trade mission has allowed us to increase our learning curve and to get some more information so that we can move a bit quicker. And it's a big market and it's a little bit scary and I think this is excellent because we can improve our knowledge, and the Canadian embassy has been just more than wonderful about helping us out. So it is scary because it's a one-shot opportunity, but we're ready.

STEFANYK: But when you talk about increasing the learning curve, what are you trying to figure out here?

FLOCK: Well, it's very complicated with borders and Customs and trademarks and the amount of knowledge that you need to export to the United States or to other countries. And through the embassy and through their knowledge, we're allowed to shut... do a shorter cut route to the end product and get our product to market faster because they allow the learning curve to be quicker.

STEFANYK: So you're talking about apparel quotas and tariffs, that sort of thing?

FLOCK: Oh yeah. It's very, very complicated and they're very knowledgeable and they will... they, through their knowledge, cut down our learning curve by at least a year. And to be able to talk directly to somebody who can help you, or they will get you into another area or to another service within the system that will help you immediately. And that is so valuable, because small businesses have a lot of problems getting knowledge quickly. And, you know,



small businesses as a group don't have that much power, so to have power and knowledge put into one system, it's quite exciting for us as small businesswomen.

STEFANYK: Ms. Lee, geographically you've got a bit of an advantage because Fredericton isn't all that far from the American border. Now, I know that you're in the food processing end of the industry, so what sorts of problems have you encountered trying to do business with the Americans?

BETTY LEE (Fredericton businesswoman): I agree with Arlene, but especially with food processing I think we have more hurdles to get over with. And I found the Canadian embassy personnel, they have an excess amount of knowledge to help me because there is more different kinds of restrictions than many other trades especially for the food processing. Even like the packaging and nitty gritty like that, we never thought of it. But...

STEFANYK: What sorts of restrictions? Your packaging has to meet certain standards?

LEE: Yes, the packaging has to meet certain standards and the nutrition values which we don't have in Canada. There are other restrictions. We also have to pass through the FDA inspections, that kind of thing. (Laughs)

STEFANYK: You're laughing about it now, but I'm sure that it's pretty frustrating when you're trying to get your stuff out.



LEE: Oh yes, definitely, because every time you turn around there are more restrictions, more regulations, that you have to accomplish, but especially in food. And if we don't do it, that means there's... we cannot get through the border.

And besides that, I found that the embassy resource person, they also have doing some kind of connection for us because they have a stronger voice than we as a small business.

STEFANYK: Arlene Flock, do you think it's a good idea just to have women though? Why not mix it up? Because men run small businesses as well.

FLOCK: Well, it's interesting because the reason I'm here is the word export. Like, we're really determined to export into the US market, and that was my first agenda. That it's all female is a very interesting thing, but I tend to agree with you - men, women, whatever. But the wonderful thing about this conference is the networking. I've met some incredible women, and at the embassy last night it was just so exciting and the vibrancy and the excitement and the bright, bright, bright, intelligent women, it's just so exciting. So that's good.

STEFANYK: Yeah, that is a good thing. Betty, what do you think?

LEE: I think it's a tremendous idea because, like, for me in the last few years my frustration is when I talk to the Customs broker or the food broker, most of them are men. The message is very difficult to get through. Just by last night, when I was lining up for the hotel registration, I met a woman food broker and from there we just contact... I think we are going to do business with each other.



So that's why I feel this is a tremendous networking for us, because very often I found maybe we speak different languages.

STEFANYK: Has either one of you got anything on paper yet? Have you inked any deals?

FLOCK: Well, it's a little early. We've only been here like twelve hours, so I think we need a little bit more time.

STEFANYK: Oh yeah.

FLOCK: But there's going to be a lot of business through associations and through the networking process here. I can feel it. And I met a gal last night who's a trademark expert, which I don't have knowledge of, and she works out of the Washington area, so that's really going to help us. So that's what's happening.

STEFANYK: And, Bctty, you said you've already met a food broker and you feel that that will be helpful.

LEE: I hope so.

STEFANYK: All right. Well, it was wonderful talking to both of you and good luck throughout the course of this.

FLOCK: Thank you, Joanne.

LEE: Thank you very, very much.

STEFANYK: Bye, bye.

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SOURCE: NATIONAL  
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**A team Canada trade mission to the US of Canadian business women**

DANA LEWIS: Women play a big role in big business these days. They own or operate 700,000 Canadian companies - that's three out of every ten firms - and they're responsible for 1.7 million jobs. Seeking fuel for this booming sector of the Canadian economy, more than 100 Canadian business women have travelled to Washington this weekend. As CTV's Tobias Fisher reports, this team Canada trade mission is chasing a bigger share of the American marketplace.

BEV McMASTER (We Care Health Services): We thought we'd come and have a little visit with you.

TOBIAS FISHER (Reporter): For Bev McMaster, house calls have become big business.

McMASTER: You've been using We Care services for a couple of



years I understand.

UNIDENTIFIED WOMAN: Yes. They're wonderful.

FISHER: Thirteen years ago Bev left nursing to start We Care, her own home care health service.

McMASTER: You know you stare at the blue sky and dream about this wonderful service that you're going to provide.

FISHER: What happened exceeded her wildest dreams. Soon she was setting up franchises across Canada. Sixty-six in all with four thousand employees. Now Bev wants to take on the world. First stop, Washington DC.

McMASTER: This is a scouting trip really for our company for me. And the United States, of course, is a natural fit in terms of leaving Canada.

FISHER: Bev is going to team Canada's trade mission. 120 Canadian businesswomen working to export their goods and services. Everything from home healthcare to children's toys and games. Like previous team Canada missions, this one is organized by the Canadian government.



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SERGIO MARCHI (Trade Minister): The world of trade is not just a man's world and that we obviously have women entrepreneurs who are doing very well and can help Canada economically.

FISHER: So these women are strategizing, networking, brainstorming and signing deals.

UNIDENTIFIED WOMAN: (inaudible) of two crazy ladies and I are forming a strategic alliance together.

FISHER: For Bev it's trade mission accomplished.

MCMASTER: And I'm very, very excited. I can't wait. Because I'm very proud of the company and I think that we have a lot to offer to other countries and other markets.

FISHER: She hopes to offer her healing touch to American patients within the year. Tobias Fisher, CTV News, Washington.



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MISSION CANADIENNE DE FEMMES

MICHELLE VIROLY (SRC): Un tiers des entreprises canadiennes sont dirigées par des femmes. Le ministère canadien du Commerce international a donc organisé la semaine dernière une première mission commerciale d'Équipe Canada exclusivement composée de femmes. Les 120 dirigeantes d'entreprises canadiennes ont passé trois jours à explorer les possibilités d'exportation dans la région de Washington. Et Julie Miville Deschêne les a rencontrées.

JULIE MIVILLE DESCHÈNE (Journaliste): Elles étaient 120 femmes d'affaires canadiennes qui comme Diane Fafard rencontraient des clientes potentielles à Washington. Diane Fafard manufacture des broches d'étain à Montréal. Le gouvernement fédéral s'est rendu compte que les entreprises comme la sienne, dirigées par des femmes, créait des emplois à un taux quatre fois supérieur à celles dirigées par des hommes. Mais exportaient beaucoup moins. D'où cette mission féminine qui pendant trois jours a donné des recettes pour percer chez nos voisins.

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DIANE FAFARD (Femme d'affaires): Parce que c'est une autre culture, aussi. Les Américains sont plus agressifs, sont très forts en affaires.

JULIE MIVILLE DESCHÈNE: Mise à pied par Steinberg il y a cinq ans, Mme Fafard a dû refaire sa vie, se créer un emploi de toute pièce.

DIANE FAFARD: Je pense que les femmes ont...moi je fais affaire avec beaucoup d'hommes, mais je pense que les femmes ont une autre façon de gérer leur entreprise. Et ce que ici on partage ensemble, cette gestion de coeur...

JULIE MIVILLE DESCHÈNE: C'est une première. Il y a eu quelques ratés. Les contacts avec les Américains n'étaient pas suffisants aux yeux de certaines. En fait, les canadiennes ont eu surtout le temps de trouver des occasions d'affaires au Canada, entre elles. Et elles se sont donné une mission.

DINEILLE MEDINA (Femme d'affaires): De rallier toutes ces femmes-là, les femmes en affaires, (inaudible)...à l'intérieur de ce lien-là, peut-être que oui ça va être la solution de l'unité canadienne.

BIANCE BATTISTINI (Femme d'affaires): Nous on est des mères de famille, on a beaucoup de facilité à réunir nos troupes, réunir bon nos enfants. On a cette facilité-là. Alors pourquoi que nous, on serait pas notre support dans l'histoire du Canada...

JULIE MIVILLE DESCHÈNE: Cela ne pourra bien sûr que faire plaisir aux organisateurs du voyage. Mais le vrai test est à venir.



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DIANE FAFARD: Pour moi, ce qui va être vraiment le test de crédibilité de cette démarche, c'est de voir si à l'avenir il y a une mission, les vraies missions Team Canada de Monsieur Chrétien comprennent des femmes.

Julie Miville Deschêne, Radio-Canada, Washington.

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Canadian Businesswomen's  
International Trade Mission  
La Mission commerciale internationale  
des femmes d'affaires canadiennes

September 16, 1987

No. 147

PRESS RELEASES \ COMMUNIQUÉS

MARCHI TO LEAD FIRST MISSION OF WOMEN  
ENTREPRENEURS TO WASHINGTON

International Trade Minister Sergio Marchi will lead the first businesswomen's trade mission to Washington, D.C., from November 11 to 14, 1987. This four-day trade Canada mission is sponsored by the Department of Foreign Affairs and International Trade and the Royal Bank of Canada. It will feature market information and mentoring sessions, networking events with key decision makers and other business development activities aimed at forging links with leading U.S. firms.

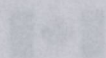
"Nearly one third of Canadian firms are owned or operated by women, but they are currently under-represented in the exporting community," said Mr. Marchi. "This mission will help women entrepreneurs to reach their export objectives and heighten awareness of their importance to the Canadian economy."

The mission is expected to attract more than 100 women entrepreneurs and will explore opportunities in the lucrative \$11.5-billion mid-Atlantic U.S. market. Canadian exports already make up a significant portion of this region's economy.

The more than 700,000 women-led businesses in Canada account for 1.7 million jobs and are creating new jobs at a rate four times the national average. Projections indicate that there will be 600,000 self-employed women by the year 2000.

The Minister made today's announcement during his remarks to the closing plenary of the Asia-Pacific Economic Cooperation (APEC) Women Leaders' Network Meeting in Ottawa.

More information on the businesswomen's trade mission can be obtained from the Canadian Embassy in Washington by telephone at (202) 682-1740, extension 7305, or by fax at (202) 682-7615.









# News Release

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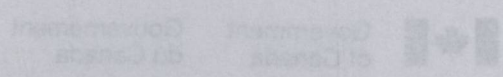
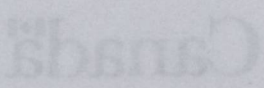
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closing ceremony of the Asia-Pacific Economic Cooperation (APEC)  
Women Leaders' Network Meeting in Ottawa.

More information on the businesswomen's trade mission can be  
obtained from the Canadian Embassy in Washington by telephone at  
(202) 462-2500, extension 7302, or by fax at (202) 462-7612.





# Communiqué

Le 16 septembre 1997

N° 147

## LE MINISTRE MARCHI DIRIGERA LA PREMIÈRE MISSION DE FEMMES D'AFFAIRES À WASHINGTON

Le ministre du Commerce international, M. Sergio Marchi, dirigera la première mission commerciale de femmes d'affaires à Washington D.C., du 11 au 14 novembre 1997. Cette mission d'Équipe Canada, d'une durée de quatre jours, est parrainée par le ministère des Affaires étrangères et du Commerce international et par la Banque Royale du Canada. Sont notamment prévues au programme des séances d'information sur le marché, des séances de mentorat, la constitution de réseaux avec des décideurs clés, ainsi que d'autres activités d'expansion des affaires devant permettre d'établir des liens avec d'importantes entreprises américaines.

« Les femmes sont propriétaires ou dirigeantes de près du tiers des entreprises canadiennes, a affirmé M. Marchi, mais elles sont actuellement sous-représentées dans le domaine des exportations. Cette mission vise à aider les femmes d'affaires à atteindre leurs objectifs d'exportation et à souligner leur importance dans l'économie canadienne. »

La mission, à laquelle participeront vraisemblablement plus de 100 femmes d'affaires, servira à explorer les possibilités qu'offre le marché lucratif des États américains du centre de la côte atlantique, qui représente une valeur de 11,5 milliards de dollars. À l'heure actuelle, les exportations canadiennes constituent déjà une part importante de l'économie de cette région.

Les entreprises canadiennes dirigées par des femmes, au nombre de plus de 700 000, fournissent 1,7 million d'emplois et sont à l'origine de quatre fois plus de nouveaux emplois que la moyenne nationale. Selon les prévisions, le Canada comptera 680 000 travailleuses autonomes en l'an 2000.

Le Ministre a annoncé aujourd'hui cette mission dans le cadre de son allocution à la plénière de clôture de la réunion du Réseau des femmes dirigeantes du mécanisme de Coopération économique Asie-Pacifique (APEC), à Ottawa.





Pour de plus amples renseignements sur la mission commerciale des femmes d'affaires, veuillez communiquer avec l'ambassade du Canada à Washington - téléphone : (202) 682-1740, poste 7305, ou télécopieur : (202) 682-7619.

- 30 -

Pour de plus amples renseignements, les représentants des médias peuvent communiquer avec :

Leslie Swartman  
Cabinet du ministre du Commerce international  
(613) 992-7332

Le Service des relations avec les médias  
Ministère des Affaires étrangères et du Commerce international  
(613) 995-1874

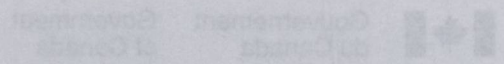
Ce document se trouve également au site Internet du Ministère :  
<http://www.dfait-maeci.gc.ca>

Les femmes sont propriétaires ou dirigeantes de près de 100 entreprises canadiennes, a affirmé M. March, mais elles sont actuellement sous-représentées dans le domaine des exportations. Cette mission vise à aider les femmes d'affaires à atteindre leurs objectifs d'exportation et à souligner leur importance dans l'économie canadienne.

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Les entreprises canadiennes dirigées par des femmes, au nombre de plus de 100, totalisent 1,7 million d'emplois et sont à l'origine de quatre fois plus de nouveaux emplois que la moyenne nationale. Selon les prévisions, le Canada comptera 500 nouvelles entreprises autonomes en 1999.

Le Ministère a annoncé aujourd'hui cette mission dans le cadre de son allocation à la plénière de clôture de la réunion de Réseau des femmes dirigeantes de mécanisme de coopération économique Asie-Pacifique (APWEC) à Ottawa.





News Release

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November 6, 1997

No. 180

## MARCHI TO LEAD BUSINESSWOMEN'S TRADE MISSION AND HOLD BILATERAL TALKS IN WASHINGTON-NEW YORK TRIP

International Trade Minister Sergio Marchi will lead a groundbreaking trade mission of around 120 businesswomen to Washington from November 12 to 14 in an effort to increase the number of firms led by women exporting to the lucrative U.S. market.

"There is great potential for increasing Canadian exports among firms headed by women," said Mr. Marchi. "Women head about one-third of Canadian companies, employing about 1.7 million people and creating jobs at a rate of four times the national average. This is a key sector we are targeting in our effort to double the number of exporters by the year 2000."

The three-day Canadian Businesswomen's International Trade Mission is designed to introduce potential exporters to the U.S. market and, specifically, to explore business opportunities and form partnerships in the mid-Atlantic states of Maryland, Virginia, eastern Pennsylvania, Delaware and the District of Columbia. Canadian exports there amounted to \$11.5 billion in 1996. The mission is a project of the Canadian Women's International Business Initiative, set up by the Canadian Embassy in Washington.

The mission program will enable Canadian participants to pursue business opportunities with U.S. firms through mentoring, networking and partnering activities. A series of export development workshops on topics ranging from export strategies to marketing and international business financing will allow participants to improve their understanding of topics that interest them most. On the final day, each businesswoman will follow an individual schedule of meetings, set up by the Embassy, with prospective U.S. clients and partners to explore sales opportunities.

The mission has strong private sector as well as government support. The Royal Bank of Canada is the presenting sponsor. Other sponsors include the Business Development Bank of Canada; the Certified General Accountants' Association of Canada; Export Development Corporation; GM Canada; the law firm of Hodgson,





Russ, Andrews Woods & Goodyear; IBM Canada Ltd.; Industry Canada; and the Department of Foreign Affairs and International Trade.

While in Washington, Mr. Marchi will also review multilateral and bilateral trade issues with U.S. Commerce Secretary William Daley and U.S. Trade Representative Charlene Barshefsky. As well, he will meet Aida Alvarez, head of the U.S. Small Business Administration, to discuss matters related to the businesswomen's mission.

He will speak on trade policy issues to the U.S. Chamber of Commerce in Washington on November 13 and to a meeting of the Council of the Americas and the Americas Society in New York on November 14.

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A backgrounder is attached.

For further information, media representatives may contact:

Leslie Swartman  
Office of the Minister for International Trade  
(613) 992-7332

Media Relations Office  
Department of Foreign Affairs and International Trade  
(613) 995-1874

This document is also available on the Department's Internet site: <http://www.dfait-maeci.gc.ca>



## Backgrounder

### CANADIAN BUSINESSWOMEN'S INTERNATIONAL TRADE MISSION WASHINGTON, D.C., NOVEMBER 12-14,

The Minister for International Trade, the Honourable Sergio Marchi, will be leading the first Businesswomen's Trade Mission, to Washington, D.C. from November 12 to 14, 1997. The Royal Bank of Canada is the presenting sponsor.

The Canadian Women's International Business Initiative (CWIBI) is a business development program of the Canadian Embassy in Washington, D.C., designed to assist export-ready Canadian women entrepreneurs in developing business opportunities for their products and services in the mid-Atlantic states - Maryland, Virginia, eastern Pennsylvania, Delaware and the District of Columbia - a market worth \$11.5 billion.

This region includes representation from three-quarters of the world's multinational corporations; it has the second-largest concentration of high-tech firms outside "Silicon Valley," and the U.S. government in Washington is a significant market for Canadian goods and services.

The mission is designed to balance the fact that businesswomen are under-represented within the community of Canadian exporters, despite their presence and influence in the Canadian economy. Thirty per cent of all Canadian firms are owned or operated by women; 700 000 women-led businesses in Canada provide 1.7 million jobs and are generating jobs at four times the average rate.

Projections are that there will be 680 000 self-employed women by the year 2000. In fact, self-employed women had the fastest rate of growth (172 per cent) of all employment sectors from 1975 to 1990.

The Businesswomen's Trade Mission is a major project undertaken under CWIBI to help reach the government's goal of doubling the number of active exporters in Canada by the year 2000.

- The three-day mission will feature market information sessions, networking events and matchmaking meetings aimed at forging bilateral links with U.S. firms.
- Representatives of women-led businesses in the U.S. mid-Atlantic will join mission participants at a special luncheon to be addressed by U.S. Secretary of Commerce William M. (Bill) Daley and by Minister Marchi.
- Minister Marchi will lead a round table on "breaking down the barriers" with Canadian businesswomen to determine how



government can best support women-owned or -led businesses in entering the international business marketplace.

- Personal success stories told by Canadian women entrepreneurs and keynote addresses by influential Canadian and U.S. business people will reinforce the dynamic role women are playing in the new economy.
- Workshops will highlight opportunities in consumer products and services, professional services, environmental technologies, agri-food, seafood and government markets, where participants will learn about international market research, export strategy development, financing and export counselling services in Canada, marketing and business culture in the United States and partnering for market entry.

Several hundred meetings are being arranged between the Canadian businesswomen and U.S. companies.

The mission will be held at the Westin Hotel in Washington; registration is US\$300; airfare and hotel accommodations are the responsibility of each participant.

The presenting sponsor of the mission, the Royal Bank of Canada, is supporting the mission as a complement to the Bank's Small Business Initiatives program, which invests in and assists women entrepreneurs through training seminars offered in six locations across Canada, and through the creation of an Entrepreneurial Advisory Council to advise the Royal Bank on programs and direction in the women's market.

In announcing the trade mission in a speech on September 16 to the 1997 Meeting of the APEC Women Leaders' Network, Minister Marchi said: "We simply must do a better job of providing women entrepreneurs with the tools they need for export success. . . . it is my hope that this three-day mission will not only assist women in reaching their export objectives, but will also heighten awareness of their importance to the Canadian economy."

The mission is actively supported by the Canadian business community. The Royal Bank of Canada is the presenting sponsor, joined by the Business Development Bank of Canada; the Certified General Accountants' Association of Canada; Export Development Corporation; GM Canada; the law firm of Hodgson, Russ, Andrews Woods & Goodyear; IBM Canada Ltd.; Industry Canada; and the Department of Foreign Affairs and International Trade.



# Communiqué

Le 6 novembre 1997

N° 180

## M. MARCHI DIRIGERA UNE MISSION COMMERCIALE DES FEMMES D'AFFAIRES ET AURA DES ENTRETIENS BILATÉRAUX À WASHINGTON ET À NEW YORK

Le ministre du Commerce international, l'honorable Sergio Marchi, dirigera une mission commerciale nouveau genre de 120 femmes d'affaires à Washington, du 12 au 14 novembre, dans le dessein d'accroître le nombre des entreprises dirigées par des femmes et qui exportent vers le marché lucratif des États-Unis.

« Il y a de fortes chances que les entreprises dirigées par des femmes puissent contribuer à l'augmentation des exportations, a déclaré M. Marchi. Un tiers environ des entreprises canadiennes évoluent sous la direction des femmes; elles offrent du travail à quelque 1,7 million de personnes et créent des emplois à un taux quatre fois supérieur à la moyenne nationale. C'est là un secteur clé que nous ciblons en vue d'atteindre l'objectif de doubler le nombre d'exportateurs d'ici l'an 2000. »

D'une durée de trois jours, la Mission commerciale internationale des femmes d'affaires canadiennes a pour objet de familiariser des exportateurs potentiels avec le marché américain et, surtout, d'explorer les débouchés commerciaux et de former des partenariats dans les États du centre du littoral de l'Atlantique, à savoir le Maryland, la Virginie, l'est de la Pennsylvanie, le Delaware et le district fédéral de Columbia. Les exportations canadiennes ont atteint 11,5 milliards de dollars en 1996. La mission est un projet de l'Initiative des femmes canadiennes en commerce international, mise sur pied par l'ambassade du Canada à Washington.

Le programme de la mission permettra aux entreprises participantes de poursuivre des débouchés commerciaux avec des entreprises américaines grâce à des activités d'entraide, de réseautage et de partenariat. Elles pourront améliorer leur connaissance des domaines qui les intéressent en particulier en participant à des ateliers sur le développement des exportations qui aborderont des sujets allant des stratégies d'exportation au





financement du commerce extérieur en passant par la commercialisation. Le dernier jour de la mission, chacune des femmes d'affaires participantes suivra un programme de rencontres – établi par l'ambassade – avec des clients et des partenaires américains prometteurs, afin d'explorer des possibilités de ventes.

La mission bénéficie d'un appui sans réserve de l'entreprise privée et du gouvernement. La Banque royale du Canada est le commanditaire principal. Les autres commanditaires sont la Banque de développement du Canada, l'Association des comptables généraux agréés du Canada, la Société pour l'expansion des exportations, GM Canada, le cabinet d'avocats Hodgson, Russ, Andrews, Woods & Goodyear, IBM Canada Ltée, Industrie Canada, et le ministère des Affaires étrangères et du Commerce international.

À Washington, M. Marchi passera en revue les dossiers du commerce multilatéral et bilatéral avec le secrétaire au Commerce William Daley et le représentant au Commerce Charlene Barshefsky des États-Unis. Par ailleurs, il rencontrera Aida Alvarez, chef de l'Administration des petites et moyennes entreprises des États-Unis, pour discuter des questions ayant trait à la mission des femmes d'affaires.

Il traitera de questions de politique commerciale devant la Chambre de commerce des États-Unis, le 13 novembre à Washington, et lors d'une réunion du Council of the Americas et de l'Americas Society, le 14 novembre à New York.

- 30 -

Un document d'information figure en annexe.

Pour de plus amples renseignements, les représentants des médias sont priés de communiquer avec :

Leslie Swartman  
Cabinet du ministre du Commerce international  
(613) 992-7332

Le Service des relations avec les médias  
Ministère des Affaires étrangères et du Commerce international  
(613) 995-1874

Ce document se trouve également au site Internet du Ministère :  
<http://www.dfait-maeci.gc.ca>



## Document d'information

### MISSION COMMERCIALE INTERNATIONALE DES FEMMES D'AFFAIRES CANADIENNES WASHINGTON, D.C., DU 12 AU 14 NOVEMBRE 1997

Le ministre du Commerce international, l'honorable Sergio Marchi, dirigera la première mission commerciale des femmes d'affaires canadiennes; commanditée par la Banque royale du Canada, la mission visitera Washington, D.C., du 12 au 14 novembre.

L'Initiative des femmes canadiennes en commerce international (IFCCI) est un programme de développement du commerce mis sur pied par l'ambassade du Canada à Washington pour aider les entrepreneures canadiennes prêtes à exporter à prospecter des débouchés pour leurs produits et services dans les États du centre du littoral de l'Atlantique - Maryland, Virginie, est de la Pennsylvanie, Delaware et district fédéral de Columbia, un marché dont la valeur est évaluée à 11,5 milliards de dollars.

Trois quarts des sociétés multinationales mondiales sont représentées dans la région qui abrite aussi la deuxième plus grande concentration de firmes du secteur de la haute technologie à l'extérieur de la « Silicon Valley ». De plus, il faut noter que le gouvernement américain, dont le siège est à Washington, constitue un marché important pour les biens et services canadiens.

La mission est destinée à faire contrepoids à la sous-représentation des femmes d'affaires dans la communauté exportatrice canadienne et ce, malgré leur présence et leur influence dans l'économie canadienne. Trente pour cent des entreprises canadiennes appartiennent à des femmes et sont exploitées par celles-ci; 700 000 entreprises dirigées par des femmes au Canada emploient 1,7 million de travailleurs et génèrent des emplois à un taux quatre fois supérieur à la moyenne.

Selon les projections, 680 000 femmes travailleront à leur propre compte d'ici à l'an 2000. En fait, c'est le segment des travailleuses indépendantes qui a connu la croissance la plus forte (172 p. 100) entre 1975 et 1990.

La mission commerciale des femmes d'affaires canadiennes est un projet d'envergure mené dans le cadre de l'IFCCI pour aider le gouvernement à atteindre son objectif de doubler d'ici à l'an 2000 le nombre d'exportateurs canadiens actifs.

- Durant la mission de trois jours, il y aura des séances d'information sur les marchés, des activités de réseautage



et des occasions de promotion du commerce destinés à établir des liens bilatéraux avec des firmes américaines.

- Des représentantes d'entreprises dirigées par des femmes dans les États du centre du littoral de l'Atlantique se joindront aux participantes de la mission lors d'un déjeuner spécial au cours duquel le secrétaire américain au Commerce William M. (Bill) Daley et le ministre Marchi prendront la parole.
- De concert avec des femmes d'affaires canadiennes en vue, le ministre Marchi animera une table ronde sur la suppression des obstacles.
- Les succès relatés par des entrepreneures canadiennes et les allocutions principales données par des gens d'affaires influents du Canada et des États-Unis viendront renforcer le rôle dynamique que jouent les femmes dans la nouvelle économie.
- Des ateliers mettront en relief les occasions qui s'offrent dans différents marchés – produits et services de consommation, services professionnels, technologies environnementales, agroalimentaire, produits de la mer et marchés publics – et ils donneront aux participants une information précieuse sur la recherche relative aux marchés internationaux, le développement de stratégies d'exportation, le financement et les services de conseils aux exportateurs au Canada, le marketing et la culture des affaires aux États-Unis et la formation de partenariats pour pénétrer les marchés.

Plusieurs centaines de rencontres ont été organisées entre les femmes d'affaires canadiennes et des compagnies américaines.

La mission se tiendra à l'hôtel Westin; les frais d'inscription sont de 300 dollars américains en plus des frais de transport et d'hébergement.

L'implication de la Banque royale du Canada est un élément important de la mission commerciale. La mission vient compléter les initiatives de la Banque à l'intention des petites entreprises; ces initiatives, qui permettent à la Banque d'investir dans les entrepreneures et de les aider grâce à des séminaires de formation offerts à six endroits au Canada, ont aussi conduit à la création d'un conseil consultatif national de l'entrepreneuriat chargé de conseiller la Banque sur les programmes et les tendances en ce qui a trait au marché des entrepreneures.

En annonçant la mission commerciale durant l'allocution qu'il a prononcée le 16 septembre à la réunion de 1997 du Réseau de



femmes dirigeantes des économies du mécanisme de Coopération économique Asie-Pacifique [APEC], le ministre Marchi a dit : « Nous devons nous appliquer davantage à fournir aux femmes entrepreneurs les outils dont elles ont besoin pour réussir sur les marchés étrangers [...] j'espère que cette mission de trois jours ne fera pas qu'aider les femmes entrepreneurs à réaliser leur objectif d'exporter mais qu'elle servira aussi à mieux faire connaître le rôle qu'elles jouent dans l'économie canadienne. »

La mission est activement soutenue par le milieu des affaires au Canada. Se joignent à la Banque Royale du Canada, commanditaire principal de la mission commerciale internationale des femmes d'affaires canadiennes, la Banque de développement du Canada, l'Association des comptables généraux agréés du Canada, la Société pour l'expansion des exportations, GM Canada, le cabinet d'avocats Hodgson, Russ, Andrews Woods & Goodyear, IBM Canada Ltée, Industrie Canada et le ministère des Affaires étrangères et du Commerce international.

World View... Export Your Services  
to assist Canadian service firms in preparing to export to  
foreign markets

Take a World View... Export Your Services can be found on the  
Industry Canada website at <http://strategies.gc.ca/iv/> and on  
the InfoExport website of the Department of Foreign Affairs and  
International Trade at <http://www.infoexport.gc.ca>. It is a joint  
effort between the private sector, the Department of Foreign  
Affairs and International Trade, and Industry Canada, and is one  
of several initiatives of Team Canada Inc. formed specifically  
to promote the trade of Canadian products and services in the  
international marketplace. It is aimed at small and medium-sized  
firms in the knowledge-based service industries, including  
management consultants, architects, engineers, professional  
trainers and designers.

Mr. Marchi launched the new electronic export guide in Washington  
during the Canadian Businesswomen's International Trade Mission,  
which he is leading.

"This product will make it easier - and faster - for Canadian  
service companies to get the information they need as they look  
for a competitive edge in international markets," said  
Mr. Marchi.

"This is the kind of strategic business information product that  
will make a positive contribution to our export preparedness,"  
said Mr. Manley in Ottawa.

A Team Canada Inc. objective is to ensure that information  
products developed by all government departments respond to the  
specific needs of exporters. Take a World View... Export Your  
Services is specifically intended for exporters of services, so







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November 12, 1997

No. 184

## MINISTERS ANNOUNCE LAUNCH OF NEW INFORMATION TOOL FOR EXPORTERS

International Trade Minister Sergio Marchi and Industry Minister John Manley announced today the launch of a new on-line information product, *Take a World View ... Export Your Services*, to assist Canadian service firms in preparing to export to foreign markets.

*Take a World View ... Export Your Services* can be found on the Industry Canada website at <http://strategis.ic.gc.ca/twv> and on the InfoExport website of the Department of Foreign Affairs and International Trade at <http://www.infoexport.gc.ca>. It is a joint effort between the private sector, the Department of Foreign Affairs and International Trade, and Industry Canada, and is one of several initiatives of Team Canada Inc., formed specifically to promote the trade of Canadian products and services in the international marketplace. It is aimed at small and medium-sized firms in the knowledge-based service industries, including management consultants, architects, engineers, professional trainers and designers.

Mr. Marchi launched the new electronic export guide in Washington during the Canadian Businesswomen's International Trade Mission, which he is leading.

"This product will make it easier – and faster – for Canadian service companies to get the information they need as they look for a competitive edge in international markets," said Mr. Marchi.

"This is the kind of strategic business information product that will make a positive contribution to our export preparedness," said Mr. Manley in Ottawa.

A Team Canada Inc. objective is to ensure that information products developed by all government departments respond to the specific needs of exporters. *Take a World View ... Export Your Services* is specifically intended for exporters of services, to



Government  
of Canada

Gouvernement  
du Canada

Canada



meet their demand for export-related information. It is also featured prominently in the Export Guides section of *ExportSource*, Team Canada Inc.'s on-line resource for export information.

*Take a World View ... Export Your Services* is the most comprehensive information tool for exporters of services. The service sector accounted for nearly three quarters of Canada's GDP in 1996 and is expected to be the primary source of new exporters in the future.

The electronic guide can be used by business and professional service firms who are potential or existing exporters, as well as by goods exporters who wish to export services to complement their product offerings. In addition, it could be used by organizations that provide export information such as industry associations, International Trade Centres, Business Service Centres, federal and provincial government departments, economic and regional development agencies, and educational institutions that offer international business training.

Previously available in disk format, the new *Take a World View ... Export Your Services* Internet version is significantly enhanced. It will also be available soon on CD-ROM.

- 30 -

For further information, media representatives may contact:

Leslie Swartman  
Office of the Minister  
for International Trade  
(613) 992-7332

Les Arany  
Industry Canada  
(613) 954-2960

Media Relations Office  
Department of Foreign Affairs and International Trade  
(613) 995-1874

This document is also available on the Department of Foreign Affairs and International Trade's Internet site:  
<http://www.dfait-maeci.gc.ca>



# Communiqué

Le 12 novembre 1997

N° 184

## LES MINISTRES ANNONCENT LE LANCEMENT D'UN NOUVEL OUTIL D'INFORMATION À L'INTENTION DES EXPORTATEURS

Le ministre du Commerce international, Sergio Marchi, et le ministre de l'Industrie, John Manley, ont annoncé aujourd'hui le lancement d'un nouveau guide d'information en direct : *Une approche mondiale... Exportez vos services*. Ce guide s'adresse aux entreprises de services qui se préparent à exporter vers les marchés étrangers.

On peut consulter le guide au site Web d'Industrie Canada : <http://strategis.ic.gc.ca/uam> et au site Web d'InfoExport du ministère des Affaires étrangères et du Commerce international : <http://www.infoexport.gc.ca>. Le guide est le fruit de la collaboration du secteur privé, du ministère des Affaires étrangères et du Commerce international, et d'Industrie Canada. Il s'agit, en outre, de l'un des différents projets d'Équipe Canada inc., organisme mis sur pied spécialement pour promouvoir l'exportation des produits et services canadiens vers les marchés internationaux. Il a été conçu à l'intention des petites et moyennes entreprises des secteurs des services axés sur le savoir, notamment les experts-conseils en gestion, les architectes, les ingénieurs, les fournisseurs de formation professionnelle et les concepteurs.

Le ministre Marchi a procédé au lancement du guide à Washington, dans le cadre de la mission commerciale internationale des femmes d'affaires canadiennes qu'il dirige.

« Ce produit permettra aux compagnies canadiennes d'obtenir plus facilement et plus rapidement l'information dont elles ont besoin pour s'assurer un avantage sur leurs concurrentes dans les marchés internationaux », a déclaré M. Marchi.

« Ce genre d'information stratégique rehausse nettement notre capacité immédiate à exporter », a pour sa part fait observer le ministre Manley à Ottawa.





L'un des objectifs d'Équipe Canada inc. consiste à s'assurer que les outils d'information conçus par les ministères répondent aux besoins spécifiques des exportateurs. Le nouveau service s'adresse tout particulièrement aux exportateurs de services et répond à leurs besoins en information sur l'exportation. Il occupe une place prépondérante dans la section *Guides sur l'exportation* d'ExportSource, site à accès direct d'Équipe Canada inc. pour l'information sur les exportations.

*Une approche mondiale... Exportez vos services* constitue la source d'information la plus complète à l'intention des exportateurs de services. En 1996, les revenus du secteur des services représentaient environ trois quarts du PIB canadien. De plus, on prévoit que c'est dans ce secteur qu'on recrutera à l'avenir la plupart des nouveaux exportateurs.

Ce guide électronique est susceptible d'intéresser les entreprises de services commerciaux et professionnels, qu'il s'agisse d'exportateurs potentiels ou actifs, tout comme les exportateurs de produits qui désirent exporter des services en complément de leurs produits. Il peut également servir aux associations sectorielles, aux Centres du commerce international, aux Centres de services aux entreprises, aux ministères fédéraux et provinciaux, aux organismes de développement économique et régional et aux établissements d'enseignement qui donnent de la formation sur le commerce international.

Une version sur disquette de ce guide existait antérieurement. Cependant, la nouvelle version Internet a fait l'objet d'améliorations substantielles. On pourra bientôt se procurer une version sur CD-ROM.

- 30 -

Pour plus de renseignements, les représentants des médias sont priés de communiquer avec :

Leslie Swartman  
Cabinet du ministre du Commerce international  
(613) 992-7332

Les Arany  
Industrie Canada  
(613) 954-2960

Le Service des relations avec les médias  
Ministère des Affaires étrangères et du Commerce international  
(613) 995-1874

Ce document se trouve également au site Internet du ministère des Affaires étrangères et du Commerce international :  
<http://www.dfait-maeci.gc.ca>



November 13, 1997

No. 187

## **TRADE SUMMIT PLANS, BUSINESS DEALS CONCLUDE BUSINESSWOMEN'S TRADE MISSION**

International Trade Minister Sergio Marchi announced in Washington today that a Canada-U.S. International Women's Trade Summit will be held in Toronto in May 1999, building on work by a new research coalition of public and private sector groups.

Mr. Marchi also witnessed the signing of a Memorandum of Understanding between the Women Entrepreneurs of Canada Foundation and the National Foundation of Women Business Owners, a U.S. group. The Canada-U.S. alliance will ensure binational co-operation in the research coalition and trade summit.

"The women's trade summit and the research coalition are key steps in getting more firms led by women involved in Canada-U.S. trade," said Mr. Marchi. "This is bound to lead to increased business between our two countries. And these initiatives should help the Government of Canada design improved export services for women as they compete in international markets."

"This summit will strengthen the already dynamic relationship between women entrepreneurs on both sides of the border," said Aida Alvarez, Administrator of the U.S. Small Business Administration. "The Small Business Administration's goal is to increase small business opportunities in the international market, and we hope this summit will enhance our already strong links with Canada."

The research coalition recognizes the need for better information in Canada on the role of women entrepreneurs in domestic and international markets. The first international Conference on Women Entrepreneurs at the Organization for Economic Co-operation and Development in Paris in April 1997 underlined the importance to all member governments of better understanding the role of women entrepreneurs in the economy, international trade and job creation.

Along with developing improved information, the new coalition of governments, businesses and universities will lay the groundwork for the Toronto women's trade summit. It will be steered by





government agencies supporting women entrepreneurs, including the Department of Foreign Affairs and International Trade, Industry Canada, and Status of Women Canada.

In addition, Mr. Marchi was present at signings of agreements, strategic alliances and partnerships involving paper companies, freight contractors, multi-media firms and a firm making specialty promotional items. The signings illustrated the success Canadian firms led by women can achieve in the United States.

Among the Canadian companies were TRI-AD International of Mississauga, Ontario; North American Specialty Papers of Hemmingford, Quebec.; MediaStats Inc./MediaLAB of Markham, Ontario; the Medea Group Ltd. of Toronto, Ontario; Two Crazy Ladies Inc. of Willowdale, Ontario; and Stamp of Approval of Vancouver, B.C.

Mr. Marchi was also in Washington to hold discussions with U.S. Commerce Secretary William Daley and U.S. Trade Representative Charlene Barshefsky on bilateral trade policy issues and with Aida Alvarez on matters related to the businesswomen's mission.

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For further information, media representatives may contact:

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(613) 992-7332

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Department of Foreign Affairs and International Trade  
(613) 995-1874

This document is also available on the Department's Internet site: <http://www.dfait-maeci.gc.ca>



## Backgrounder

# CANADIAN BUSINESSWOMEN'S INTERNATIONAL TRADE MISSION TRADE SUMMIT AND AGREEMENTS

### Research Coalition and Trade Summit

The coalition will:

- foster more research on the role of Canadian companies owned and led by women in international markets;
- pool resources and efforts of participating organizations;
- act on many of the recommendations of the Conference on Women Entrepreneurs, sponsored by the Organization for Economic Co-operation and Development in Paris last April;
- pave the way for the Canada-U.S. women's trade summit.

It will be steered by the Department of Foreign Affairs and International Trade, Industry Canada, and Status of Women Canada and will include participants from universities, provincial governments and the private sector.

The Royal Bank of Canada, IBM Canada, and Business Development Bank of Canada have announced their support for the trade summit. The Royal Bank has also pledged to support the coalition. In addition, the National Association of Women Business Owners in the United States and the Women Entrepreneurs of Canada Foundation today signed a Memorandum of Understanding on joint research and will join the coalition.

JoAnna Townsend, Director of the Small to Medium-Sized Enterprise Division in the Department of Foreign Affairs and International Trade, has recently been named by International Trade Minister Sergio Marchi to co-ordinate the Department's activities in support of the activity.

Toronto's York University has been selected as the summit site following an offer from Lorna Marsden, the university's President.

### Agreements

Agreements and contracts signed in Washington today include:

- **TRI-AD International of Mississauga, Ontario** (Linda Collier, President) entered a partnership agreement with Surfair of Atlanta, Georgia in which Surfair will promote TRI-AD



freight services in the United States. The contract is potentially worth \$4 million.

- **North American Specialty Papers of Hemmingford, Quebec** (Robin Saunders, President) signed an agreement with Stone Container International of Chicago for Stone Container to represent the Canadian company's products in Iceland, Greenland, the Faroe Islands and Ghana. Sales for North American Specialty Papers could reach between \$5.6 million and \$7 million annually.
- **MediaStats Inc./MediaLAB of Markham, Ontario** (Kerry Wicks, President) signed an agreement with Tribune Media Services of Chicago, which will act as an official reseller of Mediastats' information management services in the United States. The company expects sales of their systems in the U.S. to amount to \$100 000 in the first year.
- **The Medea Group Ltd. of Toronto, Ontario** (Mary Fote, President), an advanced multi-media company offering digital image databases, signed a three-way strategic alliance partnership with International Business Resources (Canada) Corp. of Toronto and Arthur-Jones Inc. of Mississauga, a high-quality printer associated with the U.S. company Jay Packaging Group Inc. of Warwick, Rhode Island. Sales are expected to be about \$250 000 a year.
- **Two Crazy Ladies Inc. of Willowdale, Ontario** (Melanie Sibbitt, President) formed a strategic alliance with KT and Associates of San Diego, California, to market the Canadian company's full range of customized promotional and gift items such as pens, mugs and keychains along with the U.S. company's convention and meeting planning services. The two companies anticipate sales valued at \$250 000 a year.

As well, **Stamp of Approval of Vancouver, B.C.** (Wendi Copeland, President) has sold 3D-relief fridge magnets to Domaine Chandon winery of Napa Valley, California. Stamp of Approval was assisted by Canada's International Trade Centre in Vancouver and Consulates General in Seattle and Los Angeles.



# Communiqué

Le 13 novembre 1997

N° 187

## LA MISSION DES FEMMES D'AFFAIRES SE CONCLUT PAR DES PLANS DE SOMMET COMMERCIAL ET PAR DES ACCORDS COMMERCIAUX

Le ministre du Commerce international, M. Sergio Marchi, a annoncé aujourd'hui, à Washington, la tenue d'un sommet commercial des femmes Canada-États-Unis à Toronto en mai 1999, comme suite au travail accompli par une nouvelle coalition pour la recherche de groupes du secteur public et du secteur privé.

M. Marchi a également assisté à la signature d'un protocole d'entente entre la Fondation des femmes chefs d'entreprise du Canada et la National Foundation of Women Business Owners, un groupe américain. Le but de l'alliance est d'assurer la coopération binationale au sein de la coalition pour la recherche et en vue du sommet commercial.

« Il s'agit d'accroître la participation des entreprises dirigées par des femmes aux échanges commerciaux entre le Canada et les États-Unis, processus dont les étapes clés sont le sommet commercial des femmes et la coalition pour la recherche, a déclaré M. Marchi. Nous comptons de la sorte voir s'intensifier le commerce entre les deux pays, sans mentionner que la présence des femmes sur les marchés mondiaux devrait aider le gouvernement du Canada à leur offrir de meilleurs services à l'exportation. »

« Ce sommet favorisera la relation – d'ailleurs déjà très dynamique – entre entrepreneures des deux côtés de la frontière, a pour sa part indiqué Aida Alvarez, chef de l'Administration des petites et moyennes entreprises des États-Unis. Le but de l'Administration est d'accroître les occasions d'affaires des petites et moyennes entreprises sur le marché international et nous espérons que ce sommet renforcera les liens déjà forts que nous entretenons avec le Canada. »

La coalition pour la recherche n'ignore pas que nous avons besoin au Canada d'être mieux informés quant au rôle joué par les femmes sur le marché intérieur et sur les marchés étrangers. La première conférence internationale sur les femmes entrepreneures, qui s'est tenue sous la houlette de l'Organisation de coopération et de développements économiques à Paris en avril 1997, a souligné l'importance pour tous les gouvernements membres d'avoir une





meilleure compréhension du rôle que les femmes entrepreneures assument dans l'économie, le commerce international et la création d'emplois.

En même temps qu'elle s'attachera à améliorer l'information sur le sujet, la nouvelle coalition de gouvernements, d'universités et d'entreprises jettera les bases en vue de la tenue du sommet commercial des femmes à Toronto. Elle sera coordonnée par des organismes gouvernementaux voués au soutien des femmes entrepreneures, au premier chef le ministère des Affaires étrangères et du Commerce international, Industrie Canada et Condition féminine Canada.

M. Marchi a, de plus, assisté à des cérémonies de signature d'accords, d'alliances stratégiques et de partenariats avec des usines de papier, des transitaires et des firmes multimédias, ainsi qu'avec une entreprise qui fabrique des articles promotionnels spéciaux. Voilà le genre de succès que des entreprises dirigées par des femmes peuvent remporter aux États-Unis.

Les compagnies canadiennes qui ont participé à la mission comprenaient TRI-AD International, de Mississauga (Ontario), North American Speciality Papers, de Hemmingford (Québec), MediaStats Inc./MediaLAB, de Markham (Ontario), Medea Group Ltd., de Toronto (Ontario), Two Crazy Ladies Inc., de Willowdale (Ontario) et Stamp of Approval, de Vancouver (Colombie-Britannique).

M. Marchi s'est aussi rendu à Washington pour s'entretenir avec le secrétaire américain au Commerce William Daley et la représentante américaine au Commerce Charlene Barshefsky de questions de politique commerciale bilatérale et avec Aida Alvarez de questions liées à la mission des femmes d'affaires.

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Pour de plus amples renseignements, les représentants des médias sont priés de communiquer avec :

Leslie Swartman  
Cabinet du ministre du Commerce international  
(613) 992-7332

Le Service des relations avec les médias  
Ministère des Affaires étrangères et du Commerce international  
(613) 995-1874

Ce document se trouve également au site Internet du Ministère :  
<http://www.dfait-maeci.gc.ca>



Document d'information

**MISSION COMMERCIALE INTERNATIONALE DES FEMMES  
D'AFFAIRES CANADIENNES  
SOMMET COMMERCIAL ET ACCORDS**

**Coalition pour la recherche et sommet commercial**

La coalition :

- encouragera la recherche sur le rôle des compagnies canadiennes possédées et dirigées par des femmes sur les marchés internationaux;
- mettra en commun les ressources et le travail des organisations participantes;
- donnera suite à de nombreuses recommandations de la Conférence sur les femmes entrepreneures, organisée par l'Organisation de coopération et de développement économiques à Paris en avril dernier;
- préparera le terrain en vue du sommet commercial canado-américain des femmes.

Elle sera pilotée par le ministère des Affaires étrangères et du Commerce international, Industrie Canada et Condition féminine Canada et regroupera des participants des universités, des gouvernements provinciaux et du secteur privé.

La Banque Royale du Canada, IBM Canada et la Banque de développement du Canada ont annoncé leur appui au Sommet commercial. La Banque Royale s'est aussi engagée à soutenir la coalition. En outre, la National Association of Women Business Owners des États-Unis et la Fondation des femmes chefs d'entreprise du Canada ont signé aujourd'hui un protocole d'entente pour la recherche et joindront les rangs de la coalition.

JoAnna Townsend, directrice de la Direction des petites et moyennes entreprises au ministère des Affaires étrangères et du Commerce international, vient d'être nommée par le ministre du Commerce international, Sergio Marchi, pour coordonner les activités du Ministère dans ce dossier.

L'Université York de Toronto a été choisie pour accueillir le sommet après que la présidente de l'université, Lorna Marsden, en eut fait l'offre.



## Accords

Voici les contrats et accords signés à Washington aujourd'hui :

- **TRI-AD International de Mississauga (Ontario)** (Linda Collier, présidente) a conclu un accord de partenariat avec Surfair d'Atlanta en Géorgie. Surfair fera la promotion des services de transport de marchandises de TRI-AD aux États-Unis. Le contrat pourrait valoir 4 millions de dollars.
- **North American Specialty Papers de Hemmingford (Québec)** (Robin Saunders, présidente) a signé avec Stone Container International de Chicago un accord pour que celle-ci la représente en Islande, au Groenland, aux îles Féroé et au Ghana. Cet accord pourrait se traduire par des ventes chiffrées entre 5 et 7 millions de dollars par année pour North American.
- **MediaStats Inc./MediaLAB de Markham (Ontario)** (Kerry Wicks, présidente) a signé un accord avec Tribune Media Services de Chicago qui deviendra un revendeur officiel des services de gestion de l'information de MediaStats aux États-Unis. La compagnie s'attend que les ventes de ses systèmes aux États-Unis s'élèvent à 100 000 dollars la première année.
- **Medea Group Ltd., de Toronto (Ontario)** (Mary Fote, présidente), société multimédia de pointe offrant des bases de données numériques de création d'images, a signé un partenariat d'alliance stratégique tridirectionnelle avec International Business Resources (Canada) Corp. de Toronto et Arthur-Jones Inc. de Mississauga, imprimeur de haut calibre associé à la société américaine Jay Packaging Group Inc. de Warwick au Rhode Island. Les ventes devraient s'élever à environ 250 000 dollars par année.
- **Two Crazy Ladies Inc., de Willowdale (Ontario)** (Melanie Sibbitt, présidente) a formé une alliance stratégique avec KT and Associates de San Diego en Californie. Cette dernière vendra la gamme complète des articles-cadeaux et produits promotionnels personnalisés de la compagnie canadienne, à savoir stylos, tasses et porte-clés, et offrira en retour ses services de planification de congrès et de réunions. Les deux sociétés prévoient des ventes annuelles de 250 000 dollars.

De plus, **Stamp of Approval, de Vancouver (Colombie-Britannique)** (Wendi Copeland, présidente) a vendu des aimants en 3D pour frigos au vignoble Domaine Chandon de la Napa Valley en Californie. Stamp of Approval a reçu l'aide du Centre de commerce international de Vancouver et des consulats généraux de Seattle et de Los Angeles.



# Statement

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97/51

CHECK AGAINST DELIVERY

NOTES FOR AN ADDRESS BY  
THE HONOURABLE SERGIO MARCHI,  
MINISTER FOR INTERNATIONAL TRADE,  
TO THE LUNCHEON FOR WILLIAM DALEY,  
U.S. SECRETARY OF COMMERCE,  
OFFERED BY THE CANADIAN BUSINESSWOMEN'S  
INTERNATIONAL TRADE MISSION

WASHINGTON, D.C.  
November 13, 1997

This document is also available on the Department's Internet site:  
<http://www.dfait-maeci.gc.ca>



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Secretary Daley, fellow Canadian Parliamentarians, ladies and gentlemen:

I must admit that one of the best things about the job of International Trade Minister is the opportunity to assist and represent our Canadian business community when we take on the world on missions such as this. It is a source of great pride for me.

I believe that when we export our products and services, we are also exporting our country's values and promoting our country's international image. In this way, you, the women entrepreneurs from Canada and the United States here today, are preparing for an important task when you take on the challenge of preparing for export markets for the first time.

But this is not the only reason your governments take an interest in your success.

In this era of rationalization of precious government resources, we cannot afford to be complacent. We cannot continue to do things the way we always have. We cannot be all things to all people.

We in government must target our activities more sharply toward those sectors that have the most potential for growth and that will benefit the most from our help. In a country where international trade sustains one job in three, I cannot afford to fail in this task.

And who is responsible for the bulk of our trade? It seems incredible that 50 Canadian firms alone achieve almost 50 percent of our exports. And when you consider that only 10 percent of our small and medium-sized businesses [SMEs] export, this tells me that there is a lot of room for growth in this important segment of our business community.

We asked ourselves the questions: "Why are SMEs not exporting?" "What innovative strategies can we develop to help them get their goods and their services into international markets?" "In which areas can we focus our resources where it makes the most sense?" "What are the trends and how can we take advantage of them?"

Well, when I look at the face of SMEs in Canada today, one striking trend emerges. And that is the incredible dynamism of women entrepreneurs.

In the last 20 years, self-employed women have had the fastest rate of growth of all employment sectors in our economy. Today, women own and lead almost one third of all Canadian companies.

In total, their businesses employ more people than Canada's top 100 companies.



Over two million Canadians work in businesses owned and led by women.

Clearly, the world of business is no longer just a man's world - and hasn't been for some time now.

And it should surprise no one that our Chief Trade Commissioner and the head of the new SME division in my department are both accomplished women.

Indeed, the same is true in this country, where both the trade representative and the head of the Small Business Administration are also outstanding women.

But despite these incredible statistics, women entrepreneurs are under-represented in our trade culture. And I want to change that.

The purpose of this mission is to do just that. This mission will encourage the contacts that lead to contracts.

It also made perfect sense to me that we should launch this initiative in Washington.

The mid-Atlantic states surrounding Washington represent one of the richest markets in the world. Seventy-five percent of the world's multinational enterprises are represented in Washington. It also has the second-highest concentration of high-tech firms outside Silicon Valley. This \$11.5-billion market holds incredible potential for all sectors of the Canadian economy, including businesses owned and led by women.

That being said, I want to assure you that the Canadian businesswomen with us here today - and hundreds of thousands back home - are ready to do business with you in any part of this country.

After all, Canada and the United States are each other's largest trading partner.

The potential that exists for us in this market is why we must take the steps to support our exporters and to encourage more of our businesses to look across the border for opportunities.

We have to focus our assistance where our customers are and where we are most relevant.

And to do so means a sharper targeting of our activities toward those sectors that have the most potential for growth, and that will benefit the most from our help.



Women-led and women-owned small and medium-sized businesses are certainly in that category.

Another reason for beginning with our largest trading partner and closest ally is that it makes sense for new exporters to start off in a market that is relatively close to home and that has relatively similar business practices.

It is an opportunity for our companies to gain valuable exporting expertise before going global.

And I have every expectation that they will do so.

Because the products and services being offered by the Canadian businesswomen with us today are world class! They represent everything from aerospace to automobiles and from petroleum products to the new leading-edge environmental industries.

They are manufacturers of computer software and other information technology products, of food and drink, of health aids, toys, paints, pharmaceuticals, paper, promotional products, clothing, jewellery, artwork and much more.

They are experts in management consulting, taxation, transportation, communications, education, film distribution, estate planning, strategic alliances, government relations, talent management and other services.

And many of them have put deals in place already.

In fact, later today we will have the opportunity to witness the signing of contracts and strategic alliances in areas as diverse as cross-border freight shipping, specialty papers, media products, promotional products, printing and others.

But, believe me, there will be more. We have found that following similar trade information sessions, fully 55 percent of the group go on to make their first sales in the United States within a year to a year and a half.

And as we agreed when we met last summer, Mr. Secretary – when you led a delegation of small and medium-sized businesses to Ottawa – the success of trade missions is in the follow-up.

To that end, your department here in Washington along with the Small Business Administration and my department in Ottawa have agreed to work together on a Canada-U.S. Women's Trade Summit to take place at York University in Toronto in May 1999.

In fact, I had a very productive meeting yesterday with Mrs. Alvarez of the Small Business Administration, and, like you, Mr. Secretary, she is very supportive of this initiative.



The objective of the Summit is twofold.

First, it will bring together women business leaders from our two countries to identify - and recommend ways to eliminate - the barriers that inhibit businesswomen from entering international markets.

Second, it will attract an American trade delegation working through the U.S. Consulate in Toronto for two days of meetings, site visits and one-on-one business contacts. In this way, the Summit will embody the exact objectives the policy dialogue is supposed to address - that is, more business for more women across more borders.

The ideas and recommendations from the Summit will also be taken forward to the Conference on Women Entrepreneurs sponsored by the Organization for Economic Co-operation and Development [OECD] in the year 2000.

To make sure our joint Summit and the OECD Conference have solid data on the particular issues women in business face, we are putting together a "research coalition" of government, private-sector and academic representatives. My department will take a lead role in co-ordinating this activity along with Industry Canada and Status of Women Canada.

I am proud to recognize our first partners in this coalition. They are the Royal Bank of Canada, which has also been a generous sponsor of this mission, and the Women Entrepreneurs of Canada Foundation - both of which are represented here today.

In fact, the Women Entrepreneurs of Canada Foundation and the National Foundation for Women Business Owners here in the United States have agreed to co-operate in this task and will also be signing a memorandum of understanding to that effect later today.

But let me assure you that we are not going to wait until the next millennium before taking action!

As part of my department's ongoing program for exporters, a special visit is being planned to Washington next year. Its focus will be on international financial institutions and how to increase the number of Canadian women consultants winning contracts financed by the World Bank and the InterAmerican Development Bank.

We are going to complement our efforts on trade fairs and missions with a more concerted effort to provide Canadian businesswomen with the information they need to export their products and services. We will make greater use of vehicles such as the Internet to help bridge the information gap for women entrepreneurs.



And I also want to ensure that we increase the number of women participants on Team Canada trade missions – most notably, on our upcoming Latin American trip in January.

These initiatives in support of businesswomen are part of our overall effort to help all small and medium-sized businesses increase their exports through what I call Team Canada Inc.

The SME division that I have recently created within my department will focus on meeting the special needs of new exporter constituencies, particularly the needs of small and medium-sized businesses led and owned by women.

Having people "on the ground" in diverse marketplaces around the world is another essential ingredient for the success of our exporting efforts. We have made a commitment to increase by 30 percent the number of Canadian Trade Commissioners working at posts around the world.

I believe that these and other initiatives will make a real difference for Canada's current and potential exporters.

In closing, I want to salute the Canadian and American businesswomen here today. Yours has not always been an easy road to travel – not only in moving from domestic markets into international trade, but also in that long and sometimes daunting struggle just to start up a business and make it grow.

But I would like to leave you with a comment – and a compliment – from one of Canada's most colourful and outspoken politicians, the late Charlotte Whitton, who was the Mayor of Ottawa back in the 1950s.

She once said: "For a woman to get half as much credit as a man, she has to work twice as hard, and be twice as smart."

To which she then added in her own unique way: "Fortunately, that isn't difficult."

Well, maybe the "credit" she was referring to was not the kind that is usually on the mind of a small businesswoman sitting in a bank manager's office looking for start-up capital!

But whether you agree or disagree with all or part of her statement, I think all of us can agree that not only do women have the right and the ability to be full economic participants – it is in all our best interests to help ensure that more businesswomen take the plunge into international markets.

And when you do, it means increased economic opportunities for all business people, increased growth for our economy, and more jobs.



# Déclaration

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And when you do, I want you to know that your government will be here for you. Like any other good business partner, we will be listening to what you, our clients, want from us, providing information and services that are more timely, more accessible, more responsive, and always with an eye to the future.

And from where I stand right now, looking out at all the hard-working, creative, intelligent and ambitious talent seated before me, that future sure looks great.

I will be proud, and indeed I look forward to the day when each and every one of the participants in this historic mission takes on the role of representing Canada as an exporter of the best our country has to offer.

Thank you, and good luck.

NOTES POUR UNE ALLOCUTION

DE

L'HONORABLE SERGIO MARCHI,

MINISTRE DU COMMERCE INTERNATIONAL,

À UN DÉJEUNER EN L'HONNEUR DE WILLIAM DALEY  
SECRETARE AMERICAIN AU COMMERCE

OFFERT PAR  
LA MISSION COMMERCIALE DES FEMMES D'AFFAIRES  
CANADIENNES

WASHINGTON, D.C.

Le 13 novembre 1997

De document se trouve également au site internet du Ministère :  
<http://www.dfat-masct.gc.ca>

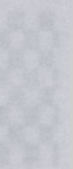


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Government of Canada

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Canada









# Déclaration

97/51

SOUS RÉSERVE DE MODIFICATIONS

**NOTES POUR UNE ALLOCUTION**

**DE**

**L'HONORABLE SERGIO MARCHI,**

**MINISTRE DU COMMERCE INTERNATIONAL,**

**À UN DÉJEUNER EN L'HONNEUR DE WILLIAM DALEY  
SECRÉTAIRE AMÉRICAIN AU COMMERCE**

**OFFERT PAR  
LA MISSION COMMERCIALE DES FEMMES D'AFFAIRES  
CANADIENNES**

**WASHINGTON, D.C.**

**Le 13 novembre 1997**

**Ce document se trouve également au site Internet du Ministère :**

**<http://www.dfait-maeci.gc.ca>**



Gouvernement  
du Canada

Government  
of Canada

Canada





Monsieur le Secrétaire, chers collègues du Parlement du Canada,  
Mesdames et Messieurs,

Je dois admettre que si le poste de ministre du Commerce international comporte des attraits c'est surtout parce que son titulaire a l'occasion d'aider et de représenter le milieu des affaires canadien lorsque nous partons à la conquête du monde dans le cadre de missions comme celle-ci. C'est là une source de grande fierté pour moi.

J'ai la conviction que lorsque nous exportons nos produits et services nous exportons aussi les valeurs de notre pays et faisons rayonner son image de marque à travers le monde. En ce sens, vous, les entrepreneures canadiennes et américaines réunies ici aujourd'hui, relevez un défi de taille en vous préparant à pénétrer pour la première des marchés d'exportation.

Mais ce n'est pas la seule raison pour laquelle nos gouvernements ont à coeur le succès de vos entreprises.

En cette ère marquée par la rationalisation des précieuses ressources publiques, nous ne pouvons nous contenter de nous reposer sur nos lauriers, continuer à faire les choses comme nous les avons toujours faites, servir de prétendu remède à tous les problèmes.

Nous, les pouvoirs publics, devons cibler davantage nos activités en fonction des secteurs ayant le plus grand potentiel de croissance, et qui profiteront le plus de notre aide. Dans un pays où le commerce extérieur maintient un emploi sur trois, je ne puis me permettre de manquer à cette tâche.

Et d'où vient au juste le gros de nos échanges commerciaux? Cela semble incroyable, mais une cinquantaine de compagnies canadiennes sont le moteur de près de 50 p. 100 de nos exportations. Et si l'on considère que nos petites et moyennes entreprises à vocation exportatrice ne représentent que 10 p. 100 des PME, force est de constater qu'il reste encore beaucoup de place pour la croissance dans cet important secteur d'activité.

Nous nous sommes posé les questions : « Pourquoi les PME n'exportent-elles pas? »; « Quelles stratégies novatrices pouvons-nous développer pour les aider à commercialiser leurs produits et services sur les marchés étrangers? »; « Où concentrer nos ressources pour qu'elles nous en donnent le plus pour notre argent? »; « Quelles sont les tendances qui se dessinent et comment pouvons-nous en tirer parti? ».

Eh bien, à regarder les PME canadiennes d'aujourd'hui, c'est d'abord l'incroyable dynamisme des entreprises dirigées par des femmes qui me frappe.

Il faut bien dire qu'au cours des 20 dernières années ce sont les travailleuses autonomes qui remportent la palme de la croissance la plus rapide de tous les secteurs d'emploi de notre économie.



Aujourd'hui, les femmes dirigent et détiennent près du tiers de toutes les entreprises canadiennes.

Leurs entreprises emploient globalement plus de personnes que les 100 plus grosses sociétés du Canada.

Plus de 2 millions de Canadiennes et Canadiens travaillent dans des entreprises détenues et dirigées par des femmes.

À l'évidence, depuis un certain temps, le monde des affaires n'est plus l'apanage des hommes.

Personne ne sera donc surpris de savoir que le délégué commercial en chef et le directeur de la nouvelle Direction des petites et moyennes entreprises du Ministère sont des femmes, dont je salue au passage le talent.

Cela est également vrai pour votre pays où deux femmes remarquables occupent les fonctions de représentant au Commerce et de chef de l'Administration des petites et moyennes entreprises.

Incroyable mais vrai. Reste que les femmes entrepreneures sont sous-représentées dans notre culture commerciale. Je veux changer cela.

Et c'est ce que cette mission se propose de faire. Encourager des contacts qui mèneront à des contrats.

Il a d'ailleurs été tout naturel pour moi de lancer cette initiative à Washington.

Les États du centre du littoral de l'Atlantique qui entourent Washington forment l'un des marchés les plus riches du monde. Soixante-quinze pour cent des sociétés multinationales du monde sont représentées à Washington, qui constitue aussi la deuxième concentration des entreprises de haute technologie, après la Silicon Valley. Ce marché de 11,5 milliards de dollars offre un incroyable potentiel à tous les secteurs de l'économie canadienne, et notamment aux entreprises détenues et dirigées par des femmes.

Ceci dit, je veux vous assurer que les femmes d'affaires canadiennes qui sont ici aujourd'hui - et les centaines de milliers d'autres qui se trouvent au Canada - sont disposées à faire des affaires avec vous, dans n'importe quelle région de votre pays.

Après tout, le Canada et les États-Unis sont chacun le plus important partenaire commercial de l'autre.

C'est pourquoi nous devons prendre des mesures pour soutenir nos exportateurs et encourager un plus grand nombre d'entreprises à rechercher des débouchés outre-frontière.



Nous devons cibler notre aide en fonction de nos clients et de nos capacités.

Pour ce faire, nous devons cibler davantage nos activités en fonction des secteurs ayant le plus grand potentiel de croissance, et qui profiteront le plus de notre aide.

À l'évidence, les petites et moyennes entreprises dirigées et détenues par des femmes se classent dans cette catégorie.

Pour de nouveaux exportateurs, il est logique de s'implanter d'abord sur un marché relativement peu éloigné, où les pratiques commerciales sont à un certain point similaires. Voilà une autre bonne raison de commencer par notre partenaire commercial le plus important, et notre meilleur allié.

Nos entreprises ont ainsi l'occasion d'acquérir une précieuse expérience de l'exportation, avant de conquérir le monde!

Et j'ai toutes les raisons de croire qu'elles y parviendront.

Parce que les produits et les services offerts par les femmes d'affaires canadiennes qui sont avec nous aujourd'hui sont de tout premier ordre! Ces produits et services vont de l'aérospatiale à l'automobile et des produits pétroliers aux industries environnementales de pointe.

Ces femmes d'affaires fabriquent des logiciels et d'autres produits axés sur la technologie de l'information, mais aussi, pour ne nommer que ceux-là, des produits alimentaires et des boissons, des produits de santé, des jouets et de la peinture; des produits pharmaceutiques, du papier et du matériel publicitaire; des vêtements, des bijoux et des objets d'art.

Elles se spécialisent dans le conseil en gestion, la fiscalité, les transports, les communications, l'éducation, la distribution de films, la planification successorale, les associations stratégiques, les relations gouvernementales, la gestion artistique et d'autres services.

D'ailleurs, bon nombre d'entre elles ont déjà conclu des marchés.

J'ai cru comprendre que nous aurons la chance d'assister, un peu plus tard aujourd'hui, à la signature de contrats et d'ententes d'alliance stratégique, et ce, dans des domaines aussi variés que l'expédition transfrontalière de marchandises, le papier spécial, les produits destinés aux médias, le matériel publicitaire, l'impression et autres.

Mais, veuillez me croire, d'autres contrats suivront. Nous avons établi qu'à la suite de séances d'information similaires au moins



55 p. 100 des participants réalisaient une première vente aux États-Unis dans les 12 ou 18 mois qui suivent.

De plus, Monsieur le Secrétaire, comme nous en avons convenu au moment de notre rencontre à l'occasion de la délégation de petites et de moyennes entreprises que vous avez dirigée à Ottawa l'été dernier, la clé du succès des missions commerciales réside dans le suivi.

Pour cela, votre département, ici à Washington, de concert avec l'Administration américaine des petites et moyennes entreprises et mon ministère à Ottawa ont accepté de collaborer à l'organisation d'un sommet commercial des femmes Canada-États-Unis, qui doit avoir lieu à l'Université York, à Toronto, en mai 1999.

Hier, j'ai d'ailleurs participé à une réunion très productive avec M<sup>me</sup> Alvarez, de l'Administration des petites et moyennes entreprises, qui, tout comme vous, Monsieur le Secrétaire, s'est montrée très favorable à ce projet.

L'objectif du sommet comporte deux volets.

Premièrement, il s'agit de réunir des dirigeantes d'entreprise de nos deux pays pour repérer les barrières qui dissuadent les femmes de s'implanter sur les marchés étrangers et pour recommander des façons de les éliminer.

Deuxièmement, le sommet sera pendant deux jours l'hôte d'une délégation commerciale américaine qui agit par le truchement du consulat américain à Toronto; il y aura des rencontres, des visites sur le terrain et des contacts d'affaires personnels. Le sommet incarnera de la sorte les objectifs mêmes que le dialogue stratégique est censé poursuivre, lesquels se résument à ceci : plus d'emplois pour un plus grand nombre de femmes dans plus de pays.

Les idées et les recommandations qui émergeront de ce sommet seront aussi soumises à la Conférence des femmes entrepreneures que l'Organisation de coopération et de développement économiques [OCDE] parrainera en l'an 2000.

Pour ce sommet comme pour la conférence de l'OCDE, on doit disposer de données fiables sur les problèmes particuliers auxquels les femmes font face en affaires. À cette fin, nous mettons sur pied une « coalition pour la recherche », formée de représentants du gouvernement, du secteur privé et du milieu de l'éducation. Le Ministère jouera un rôle prépondérant dans la coordination de cette activité, avec la collaboration d'Industrie Canada et de Condition féminine Canada.

Je suis fier de saluer nos premiers partenaires dans le cadre de cette coalition, à savoir la Banque royale du Canada - qui est aussi un généreux commanditaire de cette mission - et la Fondation des



femmes chefs d'entreprise du Canada, toutes deux représentées ici aujourd'hui.

J'ai cru comprendre que la Fondation des femmes chefs d'entreprise du Canada et son pendant américain, la National Foundation for Women Business Owners, sont toutes deux convenues de mettre la main à la pâte et qu'elles signeront plus tard aujourd'hui un protocole d'entente à cet effet.

Cela dit, permettez-moi de vous assurer que nous n'allons pas attendre le prochain millénaire pour agir!

Dans le cadre du programme permanent du Ministère à l'intention des exportateurs, nous planifions une visite spéciale à Washington, l'année prochaine. Cette visite visera les institutions financières internationales et s'efforcera d'accroître le nombre des sociétés de conseils canadiennes dirigées par des femmes qui obtiennent des contrats financés par la Banque mondiale et la Banque interaméricaine de développement.

Nous allons compléter nos mesures prises au niveau des foires et des missions commerciales par une ligne d'efforts plus concentrés visant à fournir aux femmes d'affaires canadiennes l'information dont elles ont besoin pour exporter leurs produits et services. Nous recourrons davantage à des outils comme Internet pour faire en sorte que les entrepreneures puissent obtenir l'information qui leur manque.

Et je puis également vous assurer que nous allons accroître le nombre de participantes aux missions commerciales Équipe Canada, au premier chef dans le cadre de notre prochain voyage en Amérique latine, en janvier.

Ces initiatives à l'appui des femmes d'affaires s'inscrivent dans le cadre d'un effort global consenti par le gouvernement pour aider les petites et moyennes entreprises à accroître leurs exportations par le biais de ce que j'appelle Équipe Canada Inc.

La Direction des petites et moyennes entreprises du Ministère, que je viens de créer, aura pour tâche de répondre aux besoins spéciaux des cercles de nouveaux exportateurs, notamment dans le secteur des petites et moyennes entreprises dirigées et détenues par des femmes.

Un autre élément essentiel du succès de nos initiatives d'exportation réside dans le fait que nous disposons de ressources sur le terrain dans les différents marchés du monde. Nous nous sommes engagés à accroître de 30 p. 100 le nombre des délégués commerciaux du Canada en poste à travers le monde.

J'ai la conviction que ces initiatives, et d'autres encore, profiteront comme jamais auparavant aux exportateurs anciens et nouveaux.



En terminant, j'aimerais saluer les femmes d'affaires canadiennes et américaines qui sont ici aujourd'hui. Le chemin que vous avez parcouru n'a pas toujours été facile. Non seulement pour pratiquer la transition du marché national vers le commerce extérieur, mais encore quand il vous a fallu livrer la lutte - longue et parfois difficile - aux seules fins de faire démarrer et voir fructifier votre entreprise.

J'aimerais cependant vous quitter sur une observation - d'ailleurs flatteuse - de la regrettée Charlotte Whitton, mairesse d'Ottawa dans les années 50 et personne haute en couleur, bien connue pour son franc-parler au Canada.

Elle a dit une fois que pour se voir créditer la moitié du mérite qu'on attribue à un homme une femme doit travailler deux fois plus fort et être deux fois plus intelligente.

Elle a ensuite ajouté, comme elle seule pouvait le faire, que, heureusement, ce n'est pas bien difficile.

Toutefois, parlant « crédit », se voir ouvrir un crédit que tant de femmes d'affaires demandent à leur banque pour avoir un capital de démarrage est une autre paire de manches.

Mais que vous soyez ou non d'accord avec l'ensemble ou une partie de sa déclaration, je pense que nous pouvons toutes et tous convenir que non seulement les femmes ont le droit et la capacité d'être des participantes économiques à part entière, mais aussi qu'il est dans notre meilleur intérêt à tous de contribuer à assurer que plus de femmes d'affaires font le plongeon sur les marchés étrangers.

Et lorsque vous ferez ce plongeon, il y aura plus de débouchés pour tous les gens d'affaires, la croissance économique s'accélérera, les emplois se multiplieront.

Et je veux que vous sachiez que le gouvernement sera là pour vous aider. Comme tout autre bon partenaire commercial, nous vous écouterons pour savoir ce que vous, nos clientes, voudrez de nous, et vous fournirons de l'information et des services plus opportuns, plus accessibles et plus souples, sans jamais perdre de vue l'avenir.

Et en vous regardant à l'instant, lorsque je songe à la somme de travail que vous accomplissez, à votre créativité, à votre intelligence et à votre talent qui n'est pas dépourvu d'ambition, je me dis que l'avenir augure bien.

J'attends avec fierté et impatience le jour où chacune des participantes à cette mission historique se donnera le rôle de représenter le Canada à titre d'exportateur de ce que notre pays a de mieux à offrir.

Merci, et bonne chance!



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## MEDIA NOTICE

### WOMEN'S TRADE MISSION PARTICIPANTS AVAILABLE TO SPEAK TO MEDIA

New Brunswick participants in the first Businesswomen's Team Canada International Trade Mission to Washington, D.C., Nov. 11-14 are available to speak to the media about their experience.

Deirdre Grondin, a professor in the faculty of administration at the University of New Brunswick in Fredericton, says that in addition to the agreements and contracts signed by participants, the trade mission had three important outcomes: a new on-line information tool to assist Canadian exporters, a new research coalition to foster research on the role of women-owned Canadian companies in international markets, and the announcement of a Canada-U.S. International Women's Trade Summit to be held in Toronto in 1999.

The only university professor to participate in the trade mission, Dr. Grondin became involved as a result of her research on export initiatives by Canadian businesswomen.

Led by the Minister for International Trade, Sergio Marchi, the trade mission was designed to assist Canadian businesswomen to explore market opportunities and business partnerships in the Mid-Atlantic states.

A list of names and contact numbers for the New Brunswick participants is attached. Background information on the outcomes of the Trade Mission is available from Sandra Howland in the UNB Public Relations Office at (506) 458-7968.

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Contact: Sandra Howland

PSAN:



**New Brunswick Participants  
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New Brunswick Participants  
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in Washington, D.C. - Nov. 11-14, 1997

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