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Department of Foreign Affairs  
and International Trade

Ministère des Affaires étrangères  
et du Commerce international

Canada

# CanadaExpo



Canadian companies on your mark

## 2006 Turin Olympic opportunities

*The Turin Winter Games may only be two years away, but Canadian companies can still capitalize on plenty of business opportunities.*

The 2006 Olympic Games Licensing Program covers the production, merchandising and advertising of certain categories of products that carry the Olympic trademarks for which the Turin Olympic Committee (TOROC) has exclusive rights: the official emblems of the Turin Olympic and Paralympic Games and the Italian national Olympic teams.

Licensees will be able to pursue numerous commercial opportunities which include products sold at Olympic brand stores before and during the Games, those sold through the Turin 2006 on-line store, and ad hoc products supplied to TOROC and its partners.

TOROC will grant licenses to use Olympic trademarks on products that are consistent with Olympic principles and the image of Turin that TOROC wishes to convey.



Photo: Claudio Pallard, Turin

*continued on page 2 — Turin*

Vol. 22, No. 5  
March 15, 2004

*Bank on it:*

## Get more from your financial institution

*If you have a small business that is expanding its sales beyond Canada, you are or will probably be looking to your bank for working capital or other forms of financing along the way. Don't wait until you have a major order or until a foreign buyer is asking for credit terms before approaching your banker.*

When dealing with money matters, the best approach is one that steers clear of surprises. Start building a relationship with your banker early and you should have a smoother ride when a new export opportunity develops. Here are a few tips learned from Export Development Canada's (EDC)

*continued on page 7 — Financial institution*

## Report out on France's fish and seafood market

A new report on the fish and seafood market in France, prepared by the Market Research Centre in cooperation with the Trade Commissioner Service, is now available on Infoexport (full report available at [www.infoexport.gc.ca/ie-en/DisplayDocument.jsp?did=33682](http://www.infoexport.gc.ca/ie-en/DisplayDocument.jsp?did=33682), password required).

This report contains all of the information seafood exporters need: an overview of the French market, who the competitors and customers are, logistical information and a description of promotional activities conducted by the Canadian Embassy in France.

For more information, contact the Canadian Embassy in France, e-mail: [france-td@dfait-maeci.gc.ca](mailto:france-td@dfait-maeci.gc.ca).



## Turin — continued from page 1

### Opportunities

The following categories are still available: leather accessories such as wallets and belts; silk accessories such as ties and scarves; objects such as mugs, containers and frames; children's clothing; stationery, including pencil cases, notebooks and diaries; bathrobes and beach towels; sports equipment such as headgear, skis and sleds; sports underwear, swimwear, shorts and socks; toys and games; glasses, sunglasses and masks; posters, calendars and postcards.

For more information on the licensing program, contact TOROC, e-mail: [licensing@torino2006.it](mailto:licensing@torino2006.it). For updates on product categories still available, go to [www.torino2006.org/comitato/content.php?idm=100365](http://www.torino2006.org/comitato/content.php?idm=100365).

For more information on the Games, contact Carmen Travagin, Business Development Officer, Canadian Consulate General in Milan, e-mail: [ital-td@dfait-maeci.gc.ca](mailto:ital-td@dfait-maeci.gc.ca), Web site: [www.torino2006.org](http://www.torino2006.org).

## IBOC trade lead

**POLAND** — The International Business Opportunities Centre (IBOC) has received a tender opportunity from the Canadian Embassy in Warsaw, Poland. The Republic of Poland invites international bidding for the construction of an approach lights system for Lask Airfield's main instrumental approach, including: canter and bar lights, a Precision Approach Path Indicator (PAPI), power supply equipment, and monitoring and control systems. The closing date is May 26, 2004.

For more information, contact Jan Leskiewicz, Polish Ministry of Economy, Labour and Social Policy, tel.: (011-48-22) 687-4328, fax: (011-48-22) 687-4329, e-mail: [ziotp@wp.mil.pl](mailto:ziotp@wp.mil.pl). Interested companies are asked to also inform Malgorzata Janasik,

Canadian Embassy in Warsaw, fax: (011-48-22) 584-3195, e-mail: [malgorzata.janasik@dfait-maeci.gc.ca](mailto:malgorzata.janasik@dfait-maeci.gc.ca), quoting bid number **ICB/01/2004-AF**, or case number **040126-00345**. Work is to start July 12, 2004, and end December 30, 2004.

### Get connected to international business opportunities!

To get trade leads in your sector from the International Opportunities Business Centre (IBOC), register for the Virtual Trade Commissioner at [www.infoexport.gc.ca](http://www.infoexport.gc.ca)—the only way to learn about IBOC's e-leads.

Also, go to IBOC's Web site at [www.iboc.gc.ca](http://www.iboc.gc.ca) and click on "Success Stories" to read about how IBOC has matched Canadian companies with foreign buyers.

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**CanadExport**



THE CANADIAN  
TRADE COMMISSIONER  
SERVICE

## Trade missions: A smart investment loaded with benefits for Canadian companies

*Planning to visit your target market? Looking for maximum value? For those in the know, there is no better export development bang for your buck than joining a trade mission.*

### What is a trade mission?

A trade mission is a mission often led by the Minister for International Trade or Minister of State for New and Emerging Markets, that lends strong credibility to participating companies and attracts key local contacts. A trade mission affords companies an enhanced level of local attention and support from the Canadian government that is unmatched by lone company visits. This is a prime benefit for small and medium-sized businesses that may not have the resources or name recognition to open doors on their own in new markets abroad.

Trade missions are carefully planned by the embassies and the Department of Foreign Affairs and International Trade (DFAIT) to provide maximum exposure and networking opportunities for the companies involved. Succinct knowledge-packed presentations, media profiles, and strategic meetings and introductions are worked into a tight program designed to deliver results.

### The recent trade mission to Chile

The Department's most recent mission to Chile is an example of how a trade mission can benefit Canadian exporters. The December 2003 mission to Santiago succeeded in creating new business in Chile for Canadian companies and highlighted the benefits of the Canada-Chile Free Trade Agreement.

Participants engaged in a four-day program that featured one-on-one meetings with Canadian senior trade commissioners and presentations by Chilean business people including the head of Chile's Foreign Investment Committee and the president of the Central Bank of Chile.

Positive feedback from the 51 Canadian companies in attendance pointed to two key benefits: the mission provided direct networking opportunities with key local contacts, and the chance to meet with senior trade commissioners brought in from posts across South America. Many of these benefits would not be possible if a company were to visit the region on its own.

Joining a trade mission is one of the smartest investments a company can make toward developing its export

*"The trade mission to Chile gave us a leg up, an opportunity to establish relationships with senior trade commissioners and key local contacts, which in turn helped us identify clients in the region. For us, the benefits of trade missions are in those crucial contacts and using the knowledge of trade commissioners on the ground, right in the environment we're focused on."*

Chris Johnson

Senior Account Manager with **FreeBalance**, Canadian company participant of the Team Canada 2003 Trade Mission to Chile

**FreeBalance** is a Canadian firm involved in country-wide financial management systems with interests in South America and the Caribbean.

business. If your company has researched and selected its target markets, you may be ready to benefit from an upcoming trade mission to your region of interest.

For more information about trade missions, go to [www.infoexport.gc.ca](http://www.infoexport.gc.ca) or go to the Team Canada Web site at [www.teamcanada.gc.ca](http://www.teamcanada.gc.ca).

## Premiers shine New Brunswick and Manitoba on Chicago and Atlanta

New Brunswick Premier Bernard Lord and Manitoba Premier Gary Doer conducted a joint trade and investment mission to Chicago, Illinois, and Atlanta, Georgia, in early February. The premiers made the trip after signing a Memorandum of Understanding on interprovincial cooperation in 2002. The purpose of this mission was to promote both provinces to U.S. firms and to further the commitment the two premiers made to improve Canada-U.S. relations.

### Windy City visit

In Chicago, Premiers Lord and Doer met with Chicago Mayor Richard Daley and made a presentation at a luncheon hosted by the World Trade Center on "Evolving Canada-U.S. Relations and Opportunities to Enhance Trade." The premiers hosted a major reception attended by some 200 business leaders and key local Illinois contacts. In addition, they gave interviews to the editorial board of the *Chicago Sun-Times*, one of the biggest daily newspapers in the U.S.

During the first leg of the trip, Premier Doer held discussions with the Chicago Climate Exchange (CCX), which culminated in an announcement to create a climate trust based in Manitoba. CCX is a group of North American corporations, municipalities and other institutions committed to reducing greenhouse gas emissions.

Premier Doer and officials of the Winnipeg Airport Authority also met with senior officials of United Airlines and senior executives at Boeing to discuss the possibility of increasing the frequency of United's Winnipeg-Chicago service.

Premier Lord and Business New Brunswick Minister Peter Mesheu toured Chicago's 911 Center and met there with executives from Motorola.

They also met with executives from Potash Corp., IPSCO and CN Rail, as well as the executive director of the Council of Great Lakes Governors and the chancellor of the University of Illinois.

### Peach Tree State bound

After Chicago, the delegation headed to Atlanta, Georgia. There, Premiers Lord and Doer made a joint presentation to a group of more than 70 local business people about developing Canada-U.S. relations and enhancing trade and investment to New Brunswick and Manitoba. The premiers also met Georgia Governor Sonny Perdue to discuss potential linkages between their respective jurisdictions. Lord and Doer participated in an interview on CNN's *The Paula Gordon Show*, and later attended a reception for 250 business leaders.

While in Atlanta, Premier Lord witnessed the signing of a letter of intent between CGI Group Inc. and the Georgia Municipal Association (GMA). The GMA has agreed to market *g-BIZ*—government on-line software developed in CGI's New



In Chicago, from left: New Brunswick Premier Bernard Lord, Chicago Mayor Richard Daley, Manitoba Premier Gary Doer and Canadian Consul General in Chicago Anne Charles

Brunswick operation—to all 500 municipal governments in the state. The visit also provided an excellent opportunity for Premier Doer to sign an agreement with Governor Perdue to enhance co-operation between Georgia and Manitoba on life sciences and biotechnology.

Due to the success of the mission, Premier Lord said the two provinces are considering further joint projects to the U.S. "Premier Doer and I look forward to leading more trade missions together, to promote Manitoba and New Brunswick to other American centres," he said. "Our provinces are ready and eager to do business with the U.S."

**For more information**, contact the Canadian Consulate General in Chicago, tel.: (312) 616-1860, e-mail: [chcgo@dfait-maeci.gc.ca](mailto:chcgo@dfait-maeci.gc.ca), Web site: [www.chicago.gc.ca](http://www.chicago.gc.ca), or the Canadian Consulate General in Atlanta, tel.: (404) 532-2000, e-mail: [atnta@dfait-maeci.gc.ca](mailto:atnta@dfait-maeci.gc.ca), Web site: [www.atlanta.gc.ca](http://www.atlanta.gc.ca).

### Export USA Calendar

**For information** about:

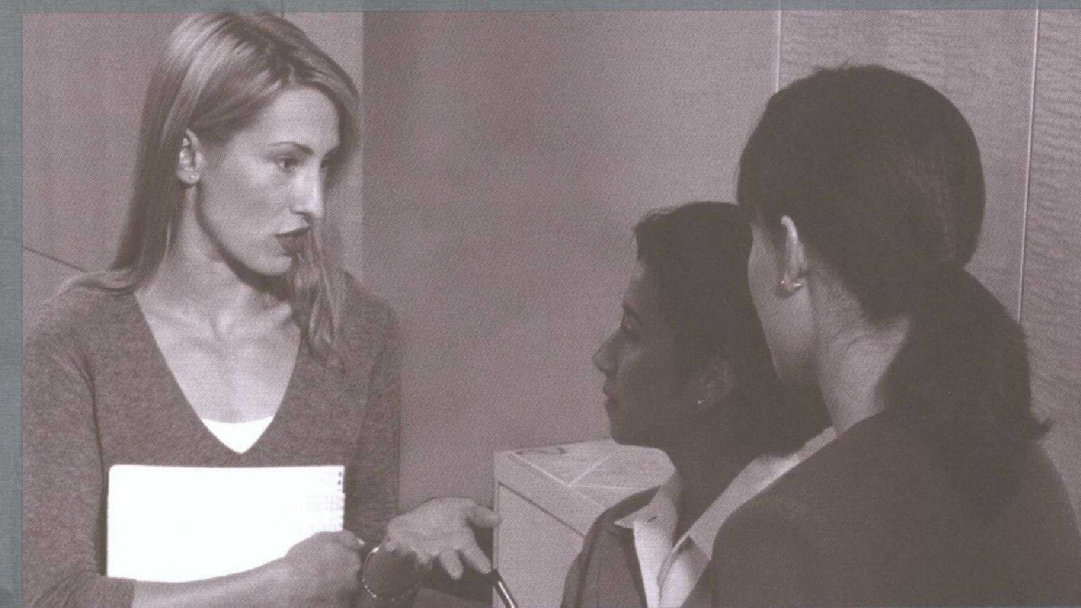
- trade missions to the U.S.
- seminars on the U.S. market

Visit the Export USA Calendar at:  
[www.dfait-maeci.gc.ca/can-am/export](http://www.dfait-maeci.gc.ca/can-am/export).

March 2004

THE CANADIAN TRADE COMMISSIONER SERVICE LE SERVICE DES DÉLÉGUÉS COMMERCIAUX DU CANADA

## Going Global Women Entrepreneurs in International Markets



It gives me great pleasure, as the new Minister of International Trade, to introduce the March 2004 edition of the *CanadExport Women's Supplement*. The Canadian government is increasing its focus on international business, in recognition of the vital importance of trade to Canada's economic prosperity. This renewed focus will permit better synergies among our trade, investment and innovation objectives, including the building of a knowledge-based economy.

It is clear that the dynamism, creativity and sheer entrepreneurial drive of Canadian businesswomen play an important role in the goal of enhancing prosperity. Interestingly, only 9% of women-owned firms export. This is not enough considering the critical importance of trade for long term success both for Canadian businesses and Canada's economy as a whole.

I encourage women entrepreneurs to take advantage of the many resources that the Department of Foreign Affairs and International Trade and its partners in Team Canada Inc have to offer. We are ready to work with and assist you to define and achieve your international objectives. You will see from the examples of the women featured in this supplement that exporting can be critical in helping you to build a sustainable long term business. Their stories offer a wealth of knowledge, experience and inspiration that I hope can help you to reach your business goals.

I am confident that, as we work together, we will add new companies, with women at the helm, to the ranks of Canada's world class exporters. I am proud to celebrate the women in these pages. Next year, I hope your company will be there.

James Scott Peterson  
Minister of International Trade

## Catch the Export Wave: Open Markets, Resources & Support Await You

The momentum for Canadian women exporters just keeps growing. Witness the following:

- ▶ On October 29, 2003, over 400 Canadian women entrepreneurs, including many exporters, gathered in Ottawa for the release of the final report of the Prime Minister's Task Force on Women Entrepreneurs. The Task Force placed a great deal of importance on women exporting and received submissions from relevant businesswomen's groups. The Report's recommendations can be viewed at [www.liberal.parl.gc.ca/entrepreneur](http://www.liberal.parl.gc.ca/entrepreneur).
- ▶ The heavily-populated Montreal and Toronto markets are scheduled to see Women's Entreprises Centres open, offering export assistance similar to that provided by Western Economic Diversification's (WD) Women's Enterprise Initiative and by the Atlantic Canada Opportunities Agency's (ACOA) Women in Business Initiative.
- ▶ Last year, the second Canadian chapter of the Organization of Women in International Trade (OWIT) was launched to advance global trade opportunities for women. The new chapter in Alberta joins its sister chapter in the east in Toronto. And Alberta even hosted the organization's Annual Conference in Calgary in September 2003, the first time this event was held in Canada.
- ▶ This spring Vancouver will host the *Women Trading Globally Trade Mission and Forum* ([www.womentradingglobally.com](http://www.womentradingglobally.com)), sponsored by RBC Financial Group in collaboration with the Global Banking Alliance for Women. Delegates from the U.S., Australia, New Zealand and Ireland will meet Canadian exporters there from March 31 to April 2 to forge international business partnerships. (Additional business matching will take place in Toronto April 5.)

With the latest statistics revealing that only 9% of Canadian women business owners export, these developments are helping to create an even more supportive environment to encourage more women to expand internationally. Combine them with the support of existing services offered by the Canadian Trade Commissioner Service, Export Development Canada, WD, ACOA and women's business associations across Canada and the message is clear: there is a host of services to tap into, most of them even free or low-cost. Take the Virtual Trade Commissioner,

for example. You can log in anytime to view market information and business leads, make service requests and even update your company's details after you register at [www.infoexport.gc.ca](http://www.infoexport.gc.ca)

Even veteran exporters, like **Sylvie Boileau**, President of Dubo Electric Ltd., continue to access government resources — 15 years after she started exporting. "Everything is far more organized and structured now than when I started, so it's much easier for newcomers who want to export."

And there is more good news for women. According to experienced exporters, the gender barrier is coming down around the world.

**"Absolutely, women are becoming more accepted all over the place," adds Sylvie. "Some countries might be at level one, others at level 10 in terms of evolution, but there's no question it is changing."**

"Although there are some countries still uncomfortable dealing with businesswomen, that is changing rapidly," says **Lisa Olfman**, President & Co-Founder of award-winning Portfolio Entertainment Inc. "When you participate in international shows, for example, they are truly international — with people of all shapes and sizes, who are there to do business."

**Rosaleen Citron**, the no-nonsense CEO of WhiteHat Inc — an IT security provider — echoes these sentiments: "In preparing to export and in selling to other countries, it doesn't matter if you're a man or woman. Certainly in the North American market and increasingly in Europe, women are so much more accepted. At the end of the day, what matters most is not your gender but whether your goods get shipped to where they belong."

The bottom line: Everyone wants women entrepreneurs to succeed — both domestically and globally. As you read through the profiles of the dynamic Canadian women exporters featured in this 4th annual supplement, remember one thing — you, too, can succeed on the global stage. "We are a country that is welcomed almost anywhere!" insists Sylvie Boileau.

"At the beginning, we wasted a great deal of time and energy pursuing or quoting on everything that came our way, lured into believing these were all big projects when in fact it was often just a case of smoke and mirrors. It's important to find the right contacts and right network in order to determine the legitimate projects and the real decision-makers."

**SYLVIE BOILEAU**, President, Dubo Electric Ltd.

"It is better to charge in U.S. dollars if you are marketing to the U.S. Americans typically don't pick up on the fact there is a price break if you charge in Canadian dollars. They just see the price. You can do this easily by having an e-Commerce storefront in U.S. dollars on your Web site and setting up a merchant account with your bank."

**SUSAN SWEENEY**, Founder & President, Connex Network Inc.

### LEARN FROM THE EXPERTS

The savvy women entrepreneurs featured in the following pages have over 50 years of combined exporting expertise. Here they share some of the biggest lessons they learned while expanding their businesses beyond Canada's borders:

"Since 9/11, we have been keenly aware of the need to use a sales approach with the U.S. that is non-threatening. We talk about the favourable exchange rate and that works well."

**MICHELLE YATES**, President, MAD Creations Inc.

"It's one thing to collect your receivables in Canada. But what if a client from another country doesn't pay their bill? It can cost you more to go collect it than its original worth. I've learned that accounts receivable insurance through EDC (Export Development Canada) is a must; get it as soon as you can."

**ROSALEEN CITRON**, CEO, WhiteHat Inc.



**Pamela Baker**  
President  
**T.O.C. Legends Native  
Threads/Touch of Culture**  
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1 866-980-2443  
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E-mail:  
[info@toclegends.com](mailto:info@toclegends.com)

Web site:  
[www.toclegends.com](http://www.toclegends.com)  
Year Established: 1989  
Employees: 6  
Years Exporting: 2  
Export Sales: 40 %  
Export Markets: U.S. (Alaska,  
Indiana, Oregon)

**"Be sure to follow up quickly with contacts you make on trade missions."**

#### Business Description:

A First Nations fashion business, T.O.C. Legends Native Threads/Touch of Culture specializes in sportswear and ready-to-wear couture that incorporates sophisticated West Coast artwork. The enterprise occupies a retail front and two large studios where custom orders are designed and manufactured immediately. The firm contracts out larger orders. Officially registered as a school in September 2000 and accredited as a teaching institute for fashion design and sewing in January 2004, T.O.C. Legends also trains First Nations students, all of them from rural communities. Several have since started their own businesses and some have gone on to get a formal degree, simulating in a way Pamela's own career path.

#### Background:

A member of the Squamish Nation, Pamela lives on the Capilano Reserve in North Vancouver. She studied Textile Arts at Capilano College and has a degree in Fashion Design from the Otis College of Art and Design in Los Angeles. While living in the U.S., she helped coordinate fashion shows and applied that experience by starting shows for Squamish Nation members when she returned home. Encouraged by her father, who owned his own business on the Capilano Reserve for 34 years, and determined to promote contemporary native West Coast artwork, she started her business.

In her earlier life, though, Pamela had been an alcohol and drug counselor. Her understanding of the specific problems faced by her First Nations peers inspired her to start her school: "My belief is that social development creates economic development, so I'm working to assist

people who are on social assistance, as well as creative individuals who have a desire for self sufficiency."

#### Honours:

In her senior year at L.A.'s Otis College, Pamela won the prestigious Arthur Gilbert Award for an elegant burnt velvet gown featuring an aboriginal design. The dress was displayed in the Neiman Marcus department store in Beverly Hills.

#### Why Started Exporting:

Pamela first began marketing her designs in the U.S., not in Canada. "I did it backwards, but I wanted to see whether the U.S. market would buy our Native designs and whether we could ship abroad. The reception has been good. They see a high-quality product."

#### Export Preparation:

As a First Nations woman, Pamela had access to assistance through Aboriginal Business Canada (ABC) and various Native funding agencies. "When I first came back from LA, we applied for ABC marketing funds and were able to do a photo shoot of eveningwear." ABC also helped the fledgling firm attend trade shows in Chicago, Las Vegas, Seattle and Alaska, where it generated orders. In January, she also participated in the three-day Canadian Forum on Culture Enterprise in Paris, organized by the Department of Canadian Heritage to showcase Canadian arts and cultural industries. "It was awesome — from the reaction to the couture piece I was wearing to the connections I made. And Canadian Heritage was very helpful in introducing me to key people, in promoting my work and in subsidizing some of my travel expenses."

#### Biggest Exporting Benefit:

"Along with getting Native artwork out to different countries and educating people about Northwest Coast art, one of the main benefits is that the more we are able to export and also ship across Canada, the more Native people I can employ. That's always been one of my goals."

#### Greatest Challenge:

"Finding the right courier and broker to ship to the U.S., including dealing with customs regulations, has been challenging, particularly since the business has been growing rapidly and I want our products represented in 100 stores within a year."

#### Exporting Advice:

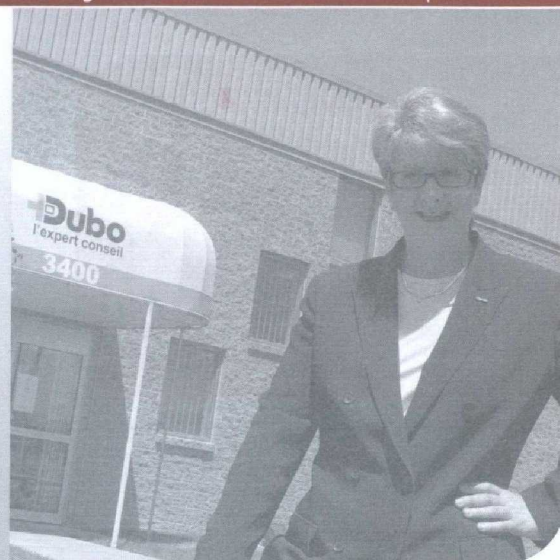
▶ **Be patient and research as much as possible.** "For example, check out various shippers and compare services and prices. Don't settle for the first offer."

▶ **Translate your marketing materials.** "If you want to be taken seriously, invest in translating your promotional literature, including your business cards, into the language of your target market."

▶ **Follow up.** "Be sure to quickly get back to the contacts you make on trade missions."

#### Future Exporting Goals:

Pamela's plans include focusing on refining her ready-to-wear couture collection to market in Europe within a year. Another goal is to set up workshops with Native organizations and to write a manual about exporting, based on what she has learned. "This will make it easier for all other First Nations people, especially those we are training here, because one day they will want to export. The possibilities out there are endless."



**Sylvie Boileau**

President  
**Dubo Electric Ltd.**  
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 Web site: www.dubo.qc.ca

Year Established: 1955  
 Employees: 125  
 Years Exporting: 15  
 Export Sales: 18%  
 Export Markets: Central America, South America, U.S., Belgium, Russia, Poland, Czechoslovakia, Algeria, Saudi Arabia

**“Know who you are dealing with before quoting on big projects.”**

**Business Description:**

A service-oriented frontrunner in the industry, Dubo Electric is a distributor of electrical and automation products to industrial, commercial, institutional and electrical contractors' markets, as well as to residential customers, designers and architects in Canada and internationally. With all of its branches and central warehouse linked by an advanced computer system, Dubo provides the highest degree of technical local sales service and support on a provincial, national and export basis. The company is also part of Canada's first buying and marketing group in this field — I.E.D., composed of independent electrical distributors.

**Background:**

Sylvie started as a receptionist in this family-owned business, gradually taking on responsibility for special projects. She and her sister, Johanne, purchased the company from their father in 1979, with Sylvie becoming President in 1993 and Johanne now the Controller. Sylvie established her credibility as a woman in this male-dominated industry and earned an excellent reputation among her peers through active networking, involvement in industry associations and sitting on various boards. She has also made a mark by leading an export buying consortium throughout Quebec.

**Honours:**

Finalist for Ernst & Young Entrepreneur of the Year Award, 2001 and 2002; and 1999 Woman of the Year, Chamber Of Commerce, Montreal

**Why Started Exporting:**

Sylvie began to look at exporting in order to increase market share. The first opportunities came in Algeria and Saudi Arabia as a result of doing business with

Canadian engineering firms that wanted Dubo to assist them with overseas projects.

From there, the company's export growth was dictated by the need to deal with countries with the same electrical standards since most of its products are manufactured in North America.

**Export Preparation:**

Among the many resources Sylvie accessed were the Trade Commissioner Service, Industry Canada, the Canadian International Development Agency and Caisse de dépôt et placement du Québec. She also found the Chamber of Commerce in target cities particularly valuable. "They were very efficient and were able to give us detailed information about our specific market as well as leads to good agents and distributors. They really did work for us in terms of value-added." Dubo also participated in trade shows, mainly in Brazil and Central America, and started export consortiums with other companies to help penetrate markets in Poland, Russia, Czechoslovakia and Central America.

**Biggest Exporting Benefit:**

"Exporting generally takes more time and effort than doing business domestically, so it's quite rewarding when you get the order...and even better when you get paid in advance, especially by the more financially risky countries."

**Greatest Challenge:**

"Because each country is different, it's a challenge to get to know the right people and understand how the culture works. In Central America, for example, everyone has titles, and you may think you're dealing with the president of the company or someone with decision-making authority when that is not the case at all."

**Exporting Advice:**

► **Get export insurance.** "It's always important to go through EDC (Export Development Canada) when you're taking on big projects because there's a lot of risk in terms of receivables. You should be cautious and take time to evaluate. It's better to have a small project than a big one without getting paid. And try to get payment at the time of ordering if you have any concerns."

► **Understand the buyer.** "Never quote on a big project or take orders without knowing who you are dealing with. It's better to take a trip to the country to see if you'll be doing business with a serious company that has a track record. And be patient."

► **Find good partners and nurture them.** "The Chambers of Commerce are the most valuable way to source good agents or distributors. And, once you've found them, keep the communication channels open through regular visits (every two or three months) and ongoing telephone and e-mail contact."

**Future Exporting Goals:**

Sylvie wants to leverage existing relationships in the markets in which Dubo does business before expanding elsewhere. Her goal is to increase exports to 25% of the company's total sales. "We should achieve that in the coming two or three years if everything goes as planned."



**Rosaleen Citron**

Chief Executive Officer  
**WhiteHat Inc.**  
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 1 800 561-3270  
 Fax: (905) 332-6673  
 1 888 828-9588  
 E-mail: rcitron@whitehatinc.com

Web site: www.whitehatinc.com  
 Year Established: 2001  
 Employees: 18  
 Years Exporting: 3  
 Export Sales: 30%  
 Export Markets: U.S. and Europe

**“An incredible number of benefits are available to women opening a business in the U.S.”**

**Business Description:**

A trailblazing information technology security provider to global Fortune 1000 companies and governments, WhiteHat employs industry-leading security practitioners and offers best of breed and market-leader security software and hardware products. Its portfolio includes professional security consulting services, security software and hardware products, product training, and security education and training. "We can export our trainers to wherever our client may need them. They cover everything from security awareness for administrators to counter hacking."

**Background:**

With an entrepreneurial background, Rosaleen's rise to become one of Canada's top businesswomen in high tech started when she began working for one of the world's largest enterprise software providers. In 1993, she founded 4COMM Inc. as a computer security solutions vendor and was instrumental in pioneering solutions for Fortune 500's. "There was a real hole in terms of security products for networks, so we were able to trail blaze." In 2000, 4COMM was acquired by a Dot Com company. In 2001, Rosaleen launched WhiteHat and now is a frequent and compelling speaker and media spokesperson on understanding the need for security in today's high-tech world.

**Honours:**

Rosaleen is among the PROFIT and Chatelaine Top 100 Canadian Women Business Owners for 2002 & 2003 and was nominated for this year's Ernst and Young Entrepreneur of the Year Award.

**Why Started Exporting:**

"Canada is 10% of the U.S. market, so — at minimum — we'll likely quadruple our business by exporting there."

**Trade Resources Used:**

Among the resources that Rosaleen has tapped into are: insurance from Export

Development Canada to protect the company from non-payment by clients ("Those insurance policies and services that EDC offers are amazing."); accessing market research from the Trade Commissioner Service ("They're very helpful when we have issues or questions."); participation in industry events ("We attend many trade shows and conferences where we get to meet with our peers and suppliers."); membership in the Canadian Advanced Technology Association ("Very helpful because they're really promoting Canadian technology.") and the Burlington Economic Development Corporation ("BEDC provides support and offer programs for local companies and helps to promote us in the U.S. and globally. The infrastructure and programs they have for business are very impressive. I have to say that Burlington has been the most supportive city I've ever been in.")

**Greatest Challenge:**

"Cross-border shipping. You have to ensure your relationship with your customs broker is good so that your product arrives when expected. The customer shouldn't know or care where it is coming from; the sale should be seamless...and that includes returns as well. Do the work for the customer."

**Exporting Advice:**

► **Get involved with your local community politicians.** "It's amazing what they can do to increase your visibility. Start with the business development office, get on their mailing list, attend functions and network, network, network. You'll find people who want to reach out to other businesses. It can mushroom. We've gained new business locally or with their offices in other locations, whether it be Canada, the U.S. or Europe."

► **Have confidence.** "Don't be afraid that your product or service is inferior to the American's. Canadian products and

services tend to be incredibly good. Give exporting a shot. Don't back off."

► **Tap into local economic development incentives.** "If you want to open a U.S. location, get down there and get to know communities in your target area. Many of them have incentives for businesses — such as waiving taxes for several years while you get going or providing stipends towards employees because you will be hiring Americans. It's a matter of picking the right city."

► **Get in touch with the tax people.** "You also need to set up your tax codes and your tax ID in the U.S. through the IRS. There are an incredible number of benefits available to women opening a business there. For example, women-owned businesses are classified as disadvantaged and if you register your company with the Federal Government, they will assist you in receiving a proportionate portion of government bids in your industry."

**Future Exporting Goals:**

"Our goal is to be the preeminent North American security provider, and I'd like to see our export sales at 80% of the business. For 2004, we have a big focus on the American marketplace and we're planning to open an office in New York State. We're also concentrating on the British and Irish marketplaces, which are very progressive in terms of security. We've already begun discussions with potential partners in other overseas countries that are becoming more security conscious. And certainly exporting our security education and training is in our plans, but it will take some time and effort to build that up. We've been approached many times — so, now that the economy is bouncing back, we can start looking at these other opportunities."



## Lisa Olfman & Joy Rosen

Presidents & Co-Founders  
**Portfolio Entertainment Inc.**  
 Toronto, Ontario  
 Tel: (416) 483-9773  
 Fax: (416) 483-6537  
 E-mail:  
 lolfman@portfolio-ent.com  
 jrosen@portfolio-ent.com

Web site:  
[www.portfolioentertainment.com](http://www.portfolioentertainment.com)  
 Year Established: 1991  
 Employees: 15  
 Years Exporting: 12  
 Export Sales: 60%  
 Export Markets: U.S., U.K.,  
 Europe, Asia, Australia,  
 Latin America

**“ In short, we make the deals, we oversee the creative and we sell to the world. ”**

### Business Description:

Recognized in the global entertainment industry for its creativity and innovation, Portfolio develops, finances, produces and exports over \$16 million worth of its own world-class live action and animated television productions annually. These include its animated children's series, *RoboRoach* — a runaway hit both in Canada and across Europe. Through its distribution arm, it also sells quality acquired programming covering family, lifestyle, sports and travel entertainment to many of the world's top TV networks and specialty services in over 97 regions. Among its clients are Fox Kids, the Disney Channel, the Discovery Channel and YTV.

### Background:

This dynamic and unstoppable duo started Portfolio in a spare room with a borrowed typewriter and small loan after being downsized from the production company where they met. As like-minded personalities and visual storytellers extraordinaire, their skills also mesh: Lisa has a solid background in production and financing; Joy's expertise is in marketing and distribution. "There was a real pull to test ourselves by starting a business and carrying responsibility for our own success or failure."

### Honours:

2003 Canadian Woman Entrepreneur of the Year Export Award Recipients; *PROFIT & Chatelaine* Top 100 Women Business Owners 2001, 2002, 2003; *Animation* magazine's Top Rising Women, 2001... plus multiple recognition for its films, including *RoboRoach* as Best Children's Film at the Alliance and Children's Television Awards, 2003.

### Why Started Exporting:

With Cable TV and specialty channels on the rise worldwide in the early 90s, the pair recognized a huge opportunity for program suppliers. They began calling producers from across Canada to source

shows to distribute. "Many of them hadn't even thought about selling their programs outside of our borders." And because programming cannot be financed in Canada alone, Portfolio sought out international partnerships to develop its own shows. For example, financing for *RoboRoach* came from the publicly-traded German entertainment company, RTV.

### Export Preparation:

Lisa and Joy expanded their distribution catalogue by acquiring a roster of third party productions from both Canadian and U.S. producers. In the early days, they participated in the big industry shows (in Cannes and Las Vegas) under the Telefilm Canada banner (now called The Canada Stand), which provided subsidized booth space support. "It's a wonderful set-up for exporters. When we were starting out, it was great to have access to their savvy staff for advice and to be part of Canada's larger presence at shows. Otherwise, we would have had a very small exhibition. Through good marketing, they are well established and recognized in the global broadcast marketplace — which was so helpful to us initially."

### Biggest Exporting Benefit:

"One of the privileges of exporting is the opportunity to socialize with new people and experience different cultures. We've made life-long friends around the world."

### Best Exporting Moment:

"When we signed our biggest deal ever — that's when we sold *RoboRoach* to RTV Family Entertainment in Germany and then sold the broadcast rights to Fox Kids worldwide."

### Greatest Challenge:

"As a small company, we don't have the weight of the big U.S. studios." But Portfolio has used its size to advantage. "We worked hard on a

strategy that positioned us as an alternative — a tenacious and agile company, quick to make decisions in response to changing trends in the entertainment and licensing market and to acquire quality programs."

### Exporting Advice:

- ▶ **Be organized.** "Set your goals, do your research — utilizing federal agencies like Telefilm and the Trade Commissioner Service — and never give up."
- ▶ **Get export insurance for foreign contracts.** "We have insurance from EDC (Export Development Canada) and use their expertise to get information about potential partners. We've been very impressed by the intelligence that EDC has in our area."
- ▶ **Develop and maintain strong international partnerships and alliances.** "Through participating in industry shows, travelling frequently and maintaining communication in person and via phone and e-mail, Lisa and Joy have cultivated a global network of contacts and secured financing from international investors. For example, they negotiated a large investment from a Dutch-based distributor for their first primetime movie, *Stolen Miracle* (later sold to Lifetime in the U.S. where it ranked at the top of the ratings in its time slot). They also presold programs still in development stage to international distributors and broadcasters."

### Future Exporting Goals:

"To explore more opportunities in China." Recently, Portfolio sent several of its animation producers to Shanghai. "We are very impressed with the talent pool there and we are in talks with a potential investor for a co-production."



## Susan Sweeney

Founder & President  
**Connex Network Inc.**  
 Bedford, Nova Scotia  
 Tel: (902) 468-2578  
 1 888 274-0537  
 Fax: (902) 468-0380  
 E-mail:  
 susan@susansweeney.com

Web site:  
[www.susansweeney.com](http://www.susansweeney.com)  
 Year Established: 1995  
 Years Exporting: 9  
 Export Sales: 95%  
 Export Markets: U.S., Puerto Rico,  
 Europe, Middle East (Dubai)

**“ Don't be afraid of exporting if you're small and an expert. Instead of calling across the street, you're just calling a little further. ”**

### Business Description:

A leading-edge Internet marketing firm with a predominantly U.S. client base, Connex has several divisions: book publishing; speaking; training (through seminars and CDs); and teleseminars. Owner Susan Sweeney is the author of the highly-regarded Internet marketing book, *101 Ways to Promote Your Web Site* (4th edition), which has sold over 50,000 copies and is now available in German and soon in Chinese. Connex has developed a successful niche in the tourism business and Susan's book, *Internet Marketing for Your Tourism Business*, has become the industry bible and earned her frequent speaking engagements. Originally a consulting firm, Connex' Internet marketing division was merged in 2000 with DDA, a Halifax-based technology company in which Susan has some ownership and continues to provide consulting services.

### Background:

Susan — who holds both her C.A. and Certified General Accountant designations — had a keen eye for the future of marketing on the Internet. During her stint as a trade commissioner in the early 90's, she was responsible for helping technology companies sell their services worldwide and saw a void in their marketing expertise. This recognition — along with a good computer background — convinced her to start Connex and to pursue the U.S. market with confidence. "As soon as I saw the World Wide Web, I said 'Eureka'; this is how people are going to market in the future. I could see that smaller players with smaller budgets could compete with the bigger ones using the Internet." Today, Susan is a sought-after Internet marketing and e-business expert.

### Why Started Exporting:

"Because of my background as a trade commissioner, exporting was very familiar to me and I had no fear. I started in the U.S. because I'm very much a business person and I go where the business is. The U.S. market makes quick decisions, goes for the best and is willing to pay for good speakers."

### Export Preparation:

As a former trade commissioner, Susan was well prepared to play the export game. Prior to that career, she had owned a small manufacturing company and used the Government of Canada's international trade services to help set up distribution channels across Canada and in New England. "It was a very useful process. Many trade commissioners have a wealth of knowledge, great contacts and good programs."

### Biggest Exporting Benefit:

"The biggest benefit is financial. I can do more business faster in the U.S. where decision-making is very quick and speaker budgets are bigger."

### Lesson Learned:

"As a service-based business, it's so easy doing business with a client in the U.S. I fly down, spend the day, come back, do the project and it's delivered. There is no time wasted in excessive meetings."

### Exporting Advice:

- ▶ **Put aside any trepidation.** "If you're small and an expert, don't be afraid of exporting. Instead of calling across the street, you're just calling a little further. It's easy. You can go out to the world and often find an easier, more lucrative sale as well as people who will refer you to others."

▶ **Use the Internet to research your target market.** "Focus on your bottom line and find out in advance who has money to pay for what you are selling. The Internet is a wealth of knowledge on potential customers — their Web sites are a good indication of their level of professionalism and the size of their budgets."

▶ **Market your business electronically.** "It's so much easier to do international trade now because of the Web and e-mail. Have an awesome Web site because that is a reflection of you and how you do business. And be sure to have in electronic form all your marketing support material and other information that prospects and clients may want, so that you can follow up on requests the same day."

▶ **Become an industry expert.** "Try to find a niche in your industry, write a book that is unique, find speaking opportunities and send out an e-newsletter. I send mine regularly to an international list of 20,000 names and so I tend to be top of mind when they are looking for an internet marketing speaker or consultant."

▶ **Be aware of cross-border protocol.** "If you are a consultant, be sure that all financial transactions for business conducted in the U.S. — all invoicing and collecting — is done through your company and not through you personally. Never accept payment in person."

### Future Exporting Goals:

"I like the U.S. market and my focus will remain there as well as on developing my own Internet projects. I have a lot to package and sell on the product side in order to help businesses powerfully augment their marketing efforts."



**Mona El-Tahan**

President and CEO  
**InCoreTec Inc.**  
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 E-mail:  
 meltahan@incoretec.com  
 Web site:  
 www.incoretec.com

Year Established: 1988  
 (formerly as CORETEC)  
 Employees: 10  
 Years Exporting: 2  
 Export Sales: 50%  
 Export Markets: Middle East  
 (UAE and Iran), Ireland, Japan

*“Establishing partnerships and strategic alliances will gain you instant credibility.”*

**Business Description:**

Started as an R&D/consulting engineering firm that has evolved into a platform technology development company, InCoreTec (formerly CORETEC) initially specialized in offshore and environmental engineering and ice management prediction models. One of the company's first projects was providing iceberg predictions for Hibernia. In 1994, it began developing a predictive artificial intelligence technology (patented as PAI) that has broad application potential, including providing new solutions to problems in marine navigation and in robotics. For example, its autopilot software for ships helps reduce fuel consumption, especially in narrow waterways.

**Background:**

A native of Egypt where she received her civil engineering degree, Mona came to Canada in 1975, was the first woman to complete a Master's Degree in Ocean Engineering at Memorial University (1980), and became a professional engineer in 1982. After holding a series of engineering positions at Lavalin-Fenco (NL) and at Memorial University's Centre for Cold Ocean Research Engineering (C-CORE) where she honed her expertise in iceberg forecasting, Mona started her own company. With her flamboyant hats and ever-present smile, she breaks just about every stereotype and barrier and gets right down to business. "People say female engineers have to work twice as hard. I did that right from day one." Today, she travels the world, meeting with shipping titans and trade ministers alike.

**Honours:**

2000 Newfoundland and Labrador Organization of Women Entrepreneurs' (NLOWE) Entrepreneur of the Year Award for the Avalon Region; 2002, the first-ever Sara Kirke Award for Canada's Leading Woman

High Tech Entrepreneur from the Canadian Advanced Technology Alliance (CATA).

**Why Started Exporting:**

The potential market for InCoreTec's unique technology clearly goes beyond Canada, where applications are limited. So, Mona has always set her sights on the international market. She is in the midst of negotiating a joint venture with a Japanese manufacturer to license her robotics application. "Since Japan is the largest manufacturer in the robotics area — and this particular company has 60% of the world market — this deal would open a huge market for us. And the benefits will come back to Canada by allowing us to employ more people."

**Export Preparation:**

Mona established partnerships early on by utilizing Canadian Embassies to find the right connections and companies, to set up meetings, and to source reliable local agents to do follow-up. She attended key international conferences on shipping technology to become acquainted with her customers and competitors. ("Be patient, this takes time.") She also participated in focused, government trade missions for marine and information technology companies to the Middle East, U.S., England, Ireland, Germany and Norway, and continues to do so.

**Lessons Learned:**

"Each region you deal with — whether it be the Middle East or Japan — will have an entirely different culture, so it's important to be culturally aware. And there are still some countries where gender obstacles exist. For example, even though I was born a Muslim, I was not able to go on a trade mission three years ago to Riyadh where women were forbidden to attend the meetings in government offices. That was a big shock to me."

**Greatest Challenge:**

"The lack of financial resources, such as venture capital and angel funding, for small high-tech companies in our region is a big hurdle. You need to spend a lot of money to market and travel to meet face-to-face with clients. In our case, it is particularly expensive to take our engineers and equipment abroad to demonstrate our technology in a prospective client's lab."

**Exporting Advice:**

- ▶ **Establish partnerships and strategic alliances right from the beginning, which helps a great deal, particularly if your company is small. "This can give you instant credibility with potential customers. Utilize the resources of the Canadian Embassies to identify the best partners."**
- ▶ **Communicate regularly. "Developing trust is important, so be sure to deliver on your promise with partners and to follow-up continuously. Open communications are crucial."**
- ▶ **Protect your intellectual property. "Be sure to get signed, non-disclosure agreements from any partners to protect your work."**
- ▶ **Follow international quality standards. "Getting ISO certification for your products is essential to gain credibility, respect, and trust from the end user."**

**Future Exporting Goals:**

Seeing large potential in Asia, Mona is seeking to penetrate new markets in Singapore, China, and Hong Kong. She is already in negotiations with a large manufacturer in Singapore to take her marine products into that area.



**Ginette Tremblay**

President & CEO  
**Éditions L'artichaut inc.**  
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 artichaut@editionsartichaut.com  
 Web site:  
 www.editionsartichaut.com

Year Established: 1987  
 Employees: 8  
 Years Exporting: 8  
 Export Sales: 90%  
 Export Markets: Belgium,  
 Benin, Cameroon, France,  
 Madagascar, Senegal,  
 Switzerland

*“Your business' rhythm of growth will lead naturally into exporting.”*

**Business Description:**

Éditions L'artichaut inc. has built its commercial success around child-centred learning. The publishing house specializes in developing and producing textbooks and support manuals to easily learn and teach French. The 'méthode L'artichaut' enables students to draw on their individual strength to decipher the language code and monitor success on their own, making the teacher an assistant in the learning process. Originally developed for elementary schools, the program has since expanded to include both the pre-school and secondary levels. It is used widely in Quebec, but the firm's business is now mainly in exports to Europe and Africa.

**Background:**

A former elementary school teacher and research professor at the University of Québec at Rimouski, Ginette noticed in her teaching days that existing books and aids often missed their target because they did not make use of very simple techniques and tools that would help young children, especially those having a hard time learning to write properly. She and a colleague, since retired, developed this interactive teaching method that added fun and easy graphic and phonetic exercises to the process of learning to read and write.

**Honours:**

Prix de l'entreprise Import-export, Forum Africa (2003); Prix d'excellence du Réseau des Femmes d'affaires du Québec, Entrepreneure active à l'internationale (2003); Canada Export Cultural Achievement Awards (2003) from the Department of Foreign Affairs and International Trade.

**Why Started Exporting:**

Once the company's method and manuals became established in Québec's schools, there was little room to grow the business in Canada, especially in light of increasing

budgetary restraints. Ginette looked beyond the border to other francophone countries to introduce her firm's innovative "méthode L'artichaut."

**Export Preparation:**

To familiarize teachers with Éditions L'artichaut's approach and materials, Ginette used a variety of channels. However, a 1990 article in a journal published by Québec's Ministry of Education and distributed in francophone countries around the globe truly set the stage. Invitations to professional conferences and workshops followed, where Ginette presented L'artichaut's pragmatic approach. At one of these seminars, organized by the National Book Editors Association of Canada, she recruited a French agent interested in L'artichaut's products and three months later established a business relationship with the prestigious French publisher Les Éditions Hatier. A listing in Hatier's catalogue opened the European market.

**Results:**

Presence at international trade fairs, symposia and conferences followed, including one in Dakar, Senegal, in 1999 where Ginette presented L'artichaut's materials already adapted to suit the Senegalese environment. In 2002, she was invited to participate in a 'Team Canada' trade mission to Senegal and signed a contract worth \$600,000 with Senegal's Ministry of Education. Through Senegal, markets in Benin and Cameroon opened up.

**Biggest Exporting Benefit:**

Exporting French language books from Canada to France, when it used to be the other way around, is definitely a significant achievement. But Ginette's proudest moment came last November, when she received the Canadian Export Award of Excellence in the Culture category from

the Department of Foreign Affairs and International Trade. She was the only woman finalist.

**Greatest Challenge:**

Being based in Rimouski, the time required for travelling is certainly a challenge, "Going from Rimouski to Montréal, you might as well go from Montréal to Paris." The same goes for transportation and delivery of the manuals, exacerbated by intricate customs formalities that change from country to country. Staying in touch with the firm's international partners and representatives has high priority, even though an interactive part of the company's Web site, 'Forum', helps address product-related questions.

**Lessons Learned:**

"Be prepared to guarantee any loan you need with twice the loan amount in assets. Convince your banker that you want to work for the long term and don't want to make money right away. Explain your business carefully to him or her to make yourself a financial ally."

**Exporting Advice:**

- ▶ **"Do not expect to do business in a foreign country until you are certain you have a product that's unique and desirable in that market."**
- ▶ **"Believe in yourself and surround yourself with bright people talented in areas you are not."**
- ▶ **"Trust your business's rhythm of growth, which will lead naturally into exporting."**

**Future Exporting Goals:**

Africa holds great exporting potential for Éditions L'artichaut, with Madagascar as a close target. Presence at the Cairo Book Fair this year might open additional doors.



**Michelle Yates**

President  
MAD Creations, Inc.  
Winnipeg, MB

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1 877 520-3601  
Fax: (204) 953-0062  
E-mail:  
michelle@makingartwork.com

Web site:  
[www.makingartwork.com](http://www.makingartwork.com)

Year Established: 2000  
Employees: 5  
Years Exporting: 3  
Export Sales: 80%  
Export Market: U.S.

*“The biggest rush for me is to talk to people and get that new account.”*

**Business Description:**

At the forefront of innovation and evolution in the food service industry, MAD Creations designs and distributes creative, powerful art solutions that are both functional and décor oriented. These include signs, menus, packaging, restaurant décor items and corporate identity packages. “I call us the Umbra for restaurants,” says owner Michelle Yates. “We create restaurant products, including menu systems and print holders — basically anything a restaurant can use.” Among the company’s blue chip client list — for which it does custom manufacturing — are Disney, Caesar’s Palace, Bellagio Resorts and HEINZ. MAD also offers a full catalogue of in-stock products.

**Background:**

Trained as an artist, Michelle found her talents in demand when she worked in the food service industry — often painting signs and murals for the hotels that employed her at the front desk. “I quickly began making more money at that than the front desk jobs and decided to start my own business.” Her gender has worked to her advantage. “Men often think women are better at décor...and we are, in fact, raising the bar for restaurant décor products.”

**Unique Feature:**

“Because the core of our business is design and I am food service knowledgeable, it is a big edge. My competitors are mainly sign people.”

**Honours:**

Women Business Owners of Manitoba (WBOM) 2003 Manitoba Women Entrepreneur of the Year Award winner for International Trade and Overall Excellence

**Why Started Exporting:**

“The U.S. food services market is 10 times the size of the Canadian market, so I began selling there immediately — even before the Canadian market.”

**Export Preparation:**

Michelle accessed financial assistance through Manitoba Trade & Mines to allow the company to participate in food service industry trade shows in the U.S. By plugging into the Trade Commissioner Service, she found valuable contacts in L.A. and Germany. She is also involved in the Women’s Enterprise Centre and Women Business Owners of Manitoba.

**Biggest Exporting Benefit:**

“Access to a larger market. Our sales have quadrupled since we started.”

**Best Exporting Moment:**

“When I got my first big account — which was Kraft. This gave the company credibility.”

**Greatest Challenge:**

“The biggest challenge is finding the cash to grow. The hardest and most important thing is managing the cash flow. As we get larger, we need the money to fund the manufacturing of bigger orders. Those big orders can put you under, in a strange sort of way, if you don’t manage your cash flow tightly.”

**Lesson Learned:**

“Since 9/11, we have been keenly aware of the need to use a sales approach with the U.S. that is non-threatening. We talk about the favourable exchange rate and that works well.”

**Exporting Advice:**

- ▶ *“Find a good customs broker to educate you about labelling. If it’s not done right, your customers will either not receive your products at all or will not get them in a timely fashion.”*
- ▶ *“Get insurance from EDC (Export Development Canada) for peace of mind.”*
- ▶ *“Participate in trade shows if you are selling a product and be sure to follow up on all leads. Because everything we do is visual, the best way to sell it is to let people see it and touch it.” Michelle also sourced distributors at the food service restaurant shows she attended.*

**Future Exporting Goals:**

Michelle is targeting the summer for the opening of a California office. She has chosen the golden state because it is a huge and “funky” market and one that tends to embrace new décor items first and set the trend. “Our next step is sales representation in Germany within two years.”

**Where to Go When You Want Help to Grow Globally**

As you start on your export path, be sure to tap into the organizations in your region for assistance and support.

**Atlantic Canada Opportunities Agency Women in Business Initiative**

**WHAT IT IS:** The Women in Business Initiative (WBI), announced in October 2002 by the Atlantic Canada Opportunities Agency (ACOA), is a \$17 million initiative designed to improve the growth and competitiveness of women-owned businesses and their greater representation in Atlantic Canada’s emerging growth sectors.

**OBJECTIVES:** To strengthen the management capabilities and business development skills of women entrepreneurs; to provide women with improved access to capital and business support services for business start-up and growth; and to increase the number of women business owners selling in international markets and in knowledge-based industries.

**EXPORTING SUPPORT:** The WBI includes six key elements, one of which is the Exposure to Exporting and Innovation Program. A primary objective of this Program is to focus on growth strategies for established women-owned businesses. These strategies are achieved by encouraging more women to consider exporting as a growth option, and to take the initial steps in planning and establishing sales to export markets.

The WBI assists women entrepreneurs to identify and take advantage of international market opportunities by: helping to ensure that more women entrepreneurs gain access to exporting programs and activities delivered by ACOA and other trade-related departments and organizations; targeting women-owned firms for participation in trade missions; and helping women entrepreneurs access trade training and exporting seminars, and pre-exporter orientation training.

**INFORMATION:**

ACOA New Brunswick:	1 800 561-4030
ACOA Newfoundland and Labrador:	1 800 668-1010
ACOA Nova Scotia:	1 800 565-1228
ACOA Prince Edward Island and Tourism:	1 800 871-2596
Enterprise Cape Breton Corporation:	1 800 705-3926

or visit  
[www.acoa-apeca.gc.ca/e/business/entrepreneurship/wbi/wbi.shtml](http://www.acoa-apeca.gc.ca/e/business/entrepreneurship/wbi/wbi.shtml)

**Western Economic Diversification Canada Women’s Enterprise Initiative**

**WHAT IT IS:** Funded by Western Economic Diversification Canada, the Women’s Enterprise Initiative (WEI) provides business information and services specifically tailored to the needs of women in Western provinces. Each province has established a WEI organization under this initiative. The non-profit groups offer access to a loan fund and advisory services, pathfinding to existing services plus a host of unique products and services. WEI offices are located in Kelowna, Calgary, Saskatoon and Winnipeg, with satellite offices in Vancouver, Edmonton and Regina.

**OBJECTIVES:** Western Economic Diversification Canada established the WEI in 1994 to promote entrepreneurship as a career option for women, and to identify and fill service and financing gaps facing women entrepreneurs. Delivered directly or indirectly,

services are designed to improve access to financing, education and training, business advice, loan care, information, networking and mentoring.

**EXPORTING SUPPORT:** Generally covers anything from coaching and providing referrals about training resources through to supporting trade-related organizations, like the Organization of Women in International Trade (OWIT), in order to help women expand their businesses globally.

**INFORMATION:**

Women’s Enterprise Society of B.C.  
B.C. Toll Free: 1 800 643-7014  
Web Site: [www.wes.bc.ca](http://www.wes.bc.ca)

Alberta Women’s Enterprise Initiative Association:  
Alberta Toll Free: 1 800 713-3558  
Web Site: [www.aweia.ab.ca](http://www.aweia.ab.ca)

Women Entrepreneurs of Saskatchewan Inc.:  
Saskatchewan Toll Free: 1 800 879-6331  
Web Site: [www.womenentrepreneurs.sk.ca](http://www.womenentrepreneurs.sk.ca)

Women’s Enterprise Centre of Manitoba:  
Manitoba Toll Free: 1 800 203 2343  
Web Site: [www.wecm.ca](http://www.wecm.ca)

WD Toll-Free Number (accessible in Western Canada only) 1-888-338-WEST (9378)  
Web Site: [www.wd.gc.ca](http://www.wd.gc.ca)

**Women’s Enterprise Centres Coming Soon to Central Canada**

As a result of recommendations in the report of the Prime Minister’s Task Force on Women Entrepreneurs, two new Women’s Enterprise Centres are scheduled to open this year to serve the large markets in Toronto and Montreal. These centres will provide some export training, counselling and information along with other programs and services to help women entrepreneurs start and grow their businesses.

**INFORMATION:**

**TORONTO:**  
Candice Rice, International Trade Centre,  
Tel: (416) 973-5157;  
E-mail: [rice.candice@ic.gc.ca](mailto:rice.candice@ic.gc.ca)

**MONTREAL:**  
Sylvain Savage, Manager  
Canada Economic Development  
Tel: (514) 496-5473  
E-mail: [sylvain.savage@dec-ced.gc.ca](mailto:sylvain.savage@dec-ced.gc.ca)

Community Futures Development Corporation (CFDC)  
Tel: (418) 658-1530  
E-mail: [sadc@ciril.qc.ca](mailto:sadc@ciril.qc.ca)

**Organization of Women in International Trade: OWIT-Toronto and OWIT-Alberta**

**WHAT IT IS:** The Canadian chapters of the Organization of Women in International Trade, a non-profit professional organization designed to promote women doing business in international trade, which has over 5,000 members worldwide.

**OBJECTIVES:** To enhance the status and interests of women in the field of international trade through the establishment of a global network of business contacts. OWIT’s goals are to promote international trade and commerce, establish and expand international business contacts, particularly among women, and help members develop global business skills and stay current on international issues.

**WHAT YOU GET:** Networking through local chapter meetings and an annual international conference; access to an international Web site

with global business contacts; education and training through topical meetings, workshops and seminars, and informative newsletters.

**COST:** \$125 annual membership fee (Toronto); \$75 (Alberta). Open to exporters and importers, service providers and government representatives involved in all facets of international trade.

**INFORMATION:**

**TORONTO:**  
GAIL MORRIS AT (416) 253-1500  
E-Mail: [gail.morris@sympatico.ca](mailto:gail.morris@sympatico.ca)  
[www.wito.ca](http://www.wito.ca)

**ALBERTA:**  
Leann Hackman-Carty at (403) 214-0224  
E-Mail: [leann@concreteglobal.com](mailto:leann@concreteglobal.com)  
[www.owit.org](http://www.owit.org)  
[www.owit.org/albertapages.html](http://www.owit.org/albertapages.html)

**Other Women’s Business Organizations:**

Women Entrepreneurs of Canada  
Tel: (416) 388-5586  
[www.wec.ca](http://www.wec.ca)

Canadian Association of Women Executives & Entrepreneurs  
Tel: (416) 756-0000  
[www.cawee.net](http://www.cawee.net)

Newfoundland & Labrador Organization of Women Entrepreneurs  
Toll Free 1 877 754-0555  
[www.nlowe.org](http://www.nlowe.org)

Prince Edward Island Businesswomen’s Association  
Toll Free 1 866 892-6040  
[www.peibwa.org](http://www.peibwa.org)

Centre for Women in Business,  
Mount Saint Vincent University  
Tel: (902) 457-6449  
[www.msvu.ca/cwb](http://www.msvu.ca/cwb)

New Brunswick Association of Community Business Development Corporations: To access the Women in Business Initiative (WBI)’s Business Counselling and Community Outreach Program, contact the following number in your area:  
Grand Falls: (506) 473-9775  
Shediac: (506) 533-8711  
Bathurst: (506) 548-7793  
Fredericton: (506) 452-3918  
Saint John: (506) 636-3780  
[www.nbcdbc.ca/main.htm](http://www.nbcdbc.ca/main.htm)

Réseau des femmes d’affaires du Québec  
Toll-Free 1 800 332-2683  
[www.rfaq.ca](http://www.rfaq.ca)

Women Business Owners of Manitoba-Winnipeg Chapter  
Tel: (204) 775-7981  
[www.wbom.mb.ca](http://www.wbom.mb.ca)

**Women Trading Globally Trade Mission and Forum • March 31 – April 2, 2004, Vancouver, BC**  
• Business Matching • International Speakers  
• Roundtable Experts

Join women from the U.S., Australia, New Zealand, Ireland and Canada. Presented by RBC Financial Group in collaboration with the Global Banking Alliance for Women.

Visit [www.womentradingglobally.com](http://www.womentradingglobally.com) or call 1 800 672-0105

\*Additional business matching in Toronto April 5, 2004



# Women Entrepreneurs Connecting with the World

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

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



### REGISTER AS A CLIENT

If you have researched and selected the target markets for your products, services or technologies, we invite you to register for a Virtual Trade Commissioner and become a client of the Trade Commissioner Service. The Virtual Trade Commissioner is your personal gateway to the Canadian Trade Commissioner Service. Just imagine....

- ▶ Receiving a personalized Web page containing market information and business leads that match your international business interests
- ▶ Requesting services on-line from the Trade Commissioners responsible for your industry in the markets of interest to you
- ▶ Being notified of new information related to your industry and target markets as it becomes available
- ▶ Making information on your company available to the 500 Trade Commissioners in our 140 offices abroad
- ▶ Accessing business news from thousands of international news sources.
- ▶ Registering on-line for trade events related to your industry sector and markets of interest.

Login to your Virtual Trade Commissioner anytime to view market information and business opportunities, make service requests and even update your company's registration information. Best of all, it's FREE!

### INTERNATIONAL BUSINESS OPPORTUNITIES CENTRE (IBOC)

**Discover a World of Business Leads — e-Leads®**  
Through IBOC's electronic leads service, e-Leads®, international business opportunities received from Canadian trade offices around the world can be delivered to the personalized Virtual Trade Commissioner (VTC) pages of Canadian companies.

To subscribe, free of charge, to IBOC's e-Leads® service register at: [www.infoexport.gc.ca](http://www.infoexport.gc.ca) or for more information call: 1-888-811-1119.

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

**MARKET REPORTS**  
The Trade Commissioner Service (TCS)

Market Research Centre produces timely market information to help Canadian exporters identify new markets for their products and services. Country and sector-specific market reports and market briefs cover a broad range of business interests — everything from agri-food and bio-industries to information and communication technologies. Over 1,000 market reports and market briefs are currently available on the TCS Internet page, InfoExport, at: [www.infoexport.gc.ca/ie-en/MarketReportsAndServices.jsp](http://www.infoexport.gc.ca/ie-en/MarketReportsAndServices.jsp)

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

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

### ExportUSA: A program for Canadian companies interested in exporting to the United States.

In today's global economy, Canadian companies are encouraged to consider the U.S. as a natural extension of their domestic markets. NAFTA provides vast trade opportunities, and the U.S. serves as an ideal springboard to emerging markets worldwide.

**ExportUSA** consists of three programs: **NEBS**, **EXTUS** and **Reverse NEBS**. Through the efforts of Team Canada Inc. partners, these programs support the government's initiative to increase the number of active exporters to the United States. Since 1984, more than 19,000 Canadian companies have participated in these export programs.

**NEBS**, the New Exporters to Border States program, focuses on export education. It targets Canadian companies considering exporting to the U.S., introducing them to the essentials of exporting and providing practical export information and first-hand exposure to markets in the United States.

**EXTUS**, the Exporters to the United States program (formerly known as NEBS Plus), serves Canadian companies already exporting to the U.S. By combining sessions with industry experts, entry to a major national/ regional trade show and a networking opportunity with distributors, representatives and buyers, EXTUS helps successful exporters expand their market to other regions of the U.S.

The **Reverse NEBS** program serves Canadian companies not yet exporting to the United States by providing seminars in Canada on the basics of exporting.

For more information visit: [www.dfait-maeci.gc.ca/can-am/export](http://www.dfait-maeci.gc.ca/can-am/export)

### CanadExport

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

CanadExport is available on-line at: [www.dfait-maeci.gc.ca/canadexport](http://www.dfait-maeci.gc.ca/canadexport)

Elizabeth Reid  
Trade Commissioner, Women's Portfolio  
Fax: 613 943-8820  
E-mail: [elizabeth.reid@dfait-maeci.gc.ca](mailto:elizabeth.reid@dfait-maeci.gc.ca)



Team Canada Inc. - Équipe Canada inc.

**Exportsource.ca** is Canada's most comprehensive source of on-line information on exporting. This site provides a world of export services and tools, whether you're considering exporting or an experienced international trader. The popular **Step-by-Step Guide to Exporting**, available on the site or in print, walks you through every step of the exporting process. You can develop your export strategy using the **Interactive Export Planner**, or explore the full range of services from Team Canada Inc with the help of the **Roadmap to Exporting**.



Business Development Bank of Canada  
Banque de développement du Canada

### Business Development Bank of Canada

The Business Development Bank of Canada (BDC) is a financial institution wholly owned by the Government of Canada. BDC plays a leadership role in delivering financial, investment and consulting services to Canadian small business, with a particular focus on the technology and export sectors of the economy. BDC's solutions meet the needs of entrepreneurs at every stage of their business' development. Additionally, BDC has announced the creation of a new \$25 million fund targeted to women entrepreneurs. BDC has dedicated this amount to increase the availability of financing for fast-growing, women-owned firms in Canada.

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



Export Development Canada  
Exportation et développement Canada

### Export Development Canada (EDC)

Open the Door to New Markets

If you export or plan to, take a look at Export Development Canada. A Crown corporation, EDC helps you expand your sales internationally and ensures you get paid for them. How? Here are our top three services used by women exporters:

- ▶ **Accounts Receivable Insurance** protects your foreign sales if your buyer doesn't pay, covering 90% of the loss, and helps you get more working capital from your bank.
- ▶ **Working Capital Solutions:** EDC can help smaller exporters access additional working capital financing from their banks.
- ▶ **Online Protection Tools** let you determine your foreign buyer's credit profile and insure a single transaction. Or check if you are export-ready (free) with EXPORTABLE? at [www.edc.ca/eservices](http://www.edc.ca/eservices)

For more information, call 1-866-857-6031 or visit [www.edc.ca/womex](http://www.edc.ca/womex)

Editorial Services:  
Bay Communications and Marketing Inc.  
E-mail: [sbaka@baycomm.ca](mailto:sbaka@baycomm.ca)

# South China environmental reforms bring opportunity

**G**uangdong is the economic engine of South China, and faces great environmental challenges due to increasing urbanization and industrialization. The gross domestic product (GDP) of Guangdong Province hit \$215 billion in 2002 (March 1, 2003 Guangdong Yearly Statistics Book), up 10.8% from the previous year. Guangdong has allocated 2.5% of its GDP to environmental protection from 2001 to 2005. In its prosperous Pearl River Delta (PRD), the investment will be raised to 3% of GDP.



Photo: Joseph Fung

Guangzhou, on the banks of the Pearl River

The provincial government has revealed a plan to clean up the Pearl River and invest about \$8.9 billion by 2010 on a range of projects including 163 sewage treatment plants. Also under the plan, approximately 175 large industrial polluters will have to meet stricter water emission standards. If all goes as scheduled, 90% of all industrial waste water and 60% of all sewage discharged into the river will be treated by 2010. Currently, of the 799 million tonnes of sewage discharged annually into the Pearl River by the City of Guangzhou alone, only 184 million tonnes, or 23%, is treated.

Guangdong is adopting flexible financing mechanisms and is encouraging private sector involvement in environmental projects. Also, the province is in the process of readjusting energy consumption and its industrial structure, and is introducing clean production systems.

### Opportunities

There are opportunities for water and waste water treatment technology in Guangdong. The city is planning to establish 52 sewage plants by 2005

and to raise the residential sewage treatment rate from 20% to 50%. The province also plans to establish internal waste water treatment and recycling facilities in new residential areas, and potable water supply networks have been introduced.

In air quality management, Guangdong's Blue Sky Program works on curbing the overall discharge of sulfur dioxide, nitrogen oxides, RSP (respirable suspended particulate) and volatile organic compounds, and alleviating the severity of acid rain. The manufacturing and licensing of new light vehicles in Guangzhou requires strict standards to curb auto emissions. Also, all existing coal- or oil-burning power plants, and those under construction, are required to install desulphurizing equipment by 2010. By the end of 2005, 10 existing power plants with a total generation capacity of 7220 megawatts are to be built with fuel gas desulphurization facilities.

Solid waste is a growing problem, with output reaching a discharge

volume of 31.3 million tonnes in 2001. Landfill is the principal means of waste disposal, which has created tension regarding land use. As a remedy, co-generation and composting are applied, but only at a primary stage. As a result, there are solid waste disposal opportunities, particularly for incineration (waste to energy).

There are also plans to establish a large hazardous waste treatment centre in Huizhou, to be constructed in three phases. Open tenders will be called once the central government approves the project, likely by the end of 2004. The three-phase project would include used tire recycling, used battery disposal, used electronic and household appliance disposal and industrial hazardous waste disposal.

**For more information**, contact Connie Li, Commercial Officer, Canadian Consulate General in Guangzhou, tel.: (011-86-20) 8666-0569, ext. 3353, fax: (011-86-20) 8667-2401, e-mail: [connie.li@dfait-maeci.gc.ca](mailto:connie.li@dfait-maeci.gc.ca), Web site: [www.guangzhou.gc.ca](http://www.guangzhou.gc.ca).

## Warming up to Kazakhstan

# Fireplace manufacturer plugs into former Soviet countries

**Dimplex North America Limited** ([www.dimplex.com](http://www.dimplex.com)), a fireplace manufacturer based in Cambridge, Ontario, has made significant inroads in the Commonwealth of Independent States, and the Canadian Embassy in Almaty provided able assistance when the company needed it.

Dimplex North America Limited is a member of the Glen Dimplex Group of companies ([www.glendimplex.com](http://www.glendimplex.com)), manufacturers and distributors of electric heating products. Glen Dimplex employs over 8,000 people in 22 factories and other commercial operations worldwide, with a turnover in excess of \$2.5 billion in 2003.

In 1991, the Glen Dimplex Group of Dublin, Ireland, entered the North American market through the purchase of several leading electric heating brands: Electromode, Sentinel, Chromalox and Westcan—brands under which Dimplex North America is currently selling its products. Its fireplaces and stoves are marketed internationally under the Symphony™, Optiflame™ and Dimplex™ brand names.

Dimplex North America has been active in the markets of the former Soviet Union for over three years. In fact, it is represented in that region by Frontline Exports Inc. ([www.real-flame.ru](http://www.real-flame.ru)), a Canadian-Russian corporation with offices in Toronto, London, Moscow and St. Petersburg.

### Making the move

In the fall of 2002, Dimplex North America decided to improve its market position by venturing into the promising and fast-growing market of Kazakhstan. To this effect, the Trade Section at the Canadian Embassy in Kazakhstan was approached. Commercial Officer Arthur Iralin suggested that an ad about Dimplex North America and its products be published free of charge in *HALL*

*Magazine*, a leading local publication covering housing and construction.

This exposure resulted in Dimplex North America being approached by Gran Ltd. (e-mail: [gran@nursat.kz](mailto:gran@nursat.kz)), an electrical distributor in Almaty, the former capital and largest city in Kazakhstan. After trade mission personnel met with the executives of the firm and confirmed its credibility, Dimplex North America decided to appoint Gran as its distributor for Kazakhstan.



Then came the time for intense information exchange and product training with the newly appointed distributor. One of the biggest hurdles to overcome was logistics, compounded by the remote and land-locked position of the new target market. In this case, Dimplex North America's alliance with Frontline Exports proved indispensable, as the company operates a bonded warehouse in Kotka, Finland, which enables hassle-free delivery of Dimplex

products all over the vast territories of the former Soviet republics.

Finally, in December 2003, Dimplex North America's first trial order of electric fireplaces was shipped to Almaty. Although relatively small and valued at around \$10,000, the transaction represented a successful end to its initial market research and heralded the opening of a new substantial market, not only for Dimplex North America, but also for the Glen Dimplex Group of companies as a whole.

Moreover, this success story has encouraged the company to become more aggressive in penetrating other Central Asian markets. Dimplex North America now has distributors in Baku, Azerbaijan, and in Tashkent, Uzbekistan, in addition to Kazakhstan. This year, it already expects to have combined sales in these markets in the solid five-figure range.

The Trade Section at the Canadian Embassy in Almaty contributed to the success of this venture, especially in its early and most volatile stages, which is further indication that the Trade Commissioner Service, through DFAIT's missions abroad, can effectively connect Canadian businesses with export opportunities and provide hands-on, in-country guidance.

**For more information**, contact Vladimir Shehovtsov, Export Sales Manager, Dimplex North America Limited, tel.: (416) 738-6173, fax: (905) 793-9483, e-mail: [vshehovtsov@rogers.com](mailto:vshehovtsov@rogers.com), or Arthur Iralin, Commercial Officer, Canadian Embassy in Almaty, e-mail: [arthur.iralin@dfait-maeci.gc.ca](mailto:arthur.iralin@dfait-maeci.gc.ca). ★

## Financial institution — continued from page 1

partnerships with Canada's major financial institutions.

**Seek a contact at your bank who has experience in international trade financing.** He or she will have a better understanding of the available export finance tools and programs that can help you lower your risk and those of your bank, making it more predisposed to give you that loan. For example, bankers with trade finance experience are more familiar with credit programs and guarantees that could help you get additional pre-shipment financing to cope with a large order. This extended line of credit could enable you to purchase the raw materials or machinery you may need to get the order out the door.

Or, if you are being asked to post a bid or performance bond, your banker could recommend performance or bid security guarantees that the bank can use as collateral to issue a letter of guarantee, without tying up your existing working capital and straining your cash flow.

**Timing is crucial—or, don't put your banker under the gun.** While many small businesses operate on instant-response mode, financing application approvals definitely don't. A new transaction has to go through a series of checks and balances, with the bank assessing your balance sheet, your business potential and the buyer's financial statement, among other things. You can improve your chances of getting the working capital you need by arranging with your bank to have an insured line of credit so that you can offer competitive credit terms to your foreign buyer, and by insuring your foreign receivables to serve as additional security to your bank.

In addition, many experienced exporters have credit insurance pre-approvals done prior to approaching

a potential buyer. This advance preparation prevents them from chasing after the wrong buyers—those who aren't creditworthy.

**Get your banker on your side.** To nurture the relationship, keep your banker informed about your business, including your goals and plans. Take advantage of their experience dealing with many other small business clients like you and don't be reluctant to ask for their advice.

**Boost your own trade finance know-how.** Many small businesses are familiar with domestic banking services, but have limited knowledge of international trade financing options. It is useful to understand the terminology, process and methods of

payment and financing of international transactions. This knowledge can help you get more from your bank and give you a competitive edge with your foreign customers or prospects. Many bank and government Web sites (including the small business site listed below) can lead you to this information.

EDC helps Canadian businesses expand their sales internationally and ensures they get paid for them. A Crown corporation, EDC provides trade finance and credit insurance services for its Canadian clients, 90% of whom are small and medium-sized enterprises.

**For more information**, contact EDC at 1 800 850-9626, or go to [www.edc.ca/smallbusiness](http://www.edc.ca/smallbusiness). ★

## Preparing for international business travel

**B**usiness travel is a way of life for many exporters. It can be an excellent way to cultivate relationships with both established and prospective clients. Here are some tips for maximizing the effectiveness of your travel before you leave home:

- **Make your health a priority.** Different food, water and climate can all wreak havoc on your health. Find out in advance what conditions you are likely to encounter during your travels and prepare accordingly.
- **Study the culture and business customs.** Ignorance is not an excuse when you are conducting business in unfamiliar territory. It is a surefire way to damage your firm's credibility and undermine your export goals.
- **Understand the currency exchanges.** While this is helpful when you are paying for a meal or a taxi, it is critical if you are speaking of transaction costs for your products and services. Understanding the use of credit cards and cheques in a foreign market is also valuable.
- **Prepare for technological differences.** Can you plug your computer into the electrical outlet? Is the computer application you are trying to sell compatible with the level of operating system and processing power commonly found in the target market?

This information is drawn from *Planning a Business Trip Abroad*. Find this Team Canada Inc guide on-line at <http://exportsource.ca/trip> or speak to an Export Information Specialist by calling toll-free 1 888 811-1119. ★

**AEROSPACE & DEFENCE**

**SOPIA, BULGARIA** — May 26-29, 2004 — **HEMUS** is an international defence equipment exhibition and features seminars, scientific sessions and discussions on military and defence themes. **For more information**, contact Daniela Ivancheva, Business Development Officer, Canadian Embassy in Sofia, tel.: (011-359-2) 988-72-75, fax: (011-359-2) 946-19-13, e-mail: bucst-td@dfait-maeci.gc.ca, Web site: [www.infoexport.gc.ca/bg](http://www.infoexport.gc.ca/bg).

**FARNBOROUGH, UNITED KINGDOM** — July 19-25, 2004 — **Farnborough International 2004** is the world's premier business aviation event. **For more information**, contact the Trade Section at the Canadian High Commission in London, tel.: (011-44-20) 7258-6600, fax: (011-44-20) 7258-6384, e-mail: ldn-td@dfait-maeci.gc.ca, Web sites: [www.farnborough.com](http://www.farnborough.com) and [www.dfait-maeci.gc.ca/canadaeuropa/united\\_kingdom](http://www.dfait-maeci.gc.ca/canadaeuropa/united_kingdom).

**BUILDING PRODUCTS**

**SYDNEY, AUSTRALIA** — June 20-23, 2004 — Join the Canadian pavilion at **Designbuild**, Australia's largest building and design exhibition, attended by more than 17,500 designers, builders, architects, developers, engineers, merchants and key decision makers. **For more information**, contact Robert Grison, Director of Operations, Canadian Export Development Inc.(CEDI), tel.: (613) 825-9916, fax: (613) 825-7108, e-mail: [cced@sympatico.ca](mailto:cced@sympatico.ca), Web site: [www.cedinc.ca](http://www.cedinc.ca).

**CONSUMER PRODUCTS**

**HAVANA, CUBA** — July 7-11, 2004 — **FIMAE** is Cuba's international furniture, fashion, industrial and interior design trade fair. **For more information**, contact the Canadian Embassy in Cuba, tel.: (011-537) 204-2516, fax: (011-537) 204-2044, e-mail: [havan-td@dfait-maeci.gc.ca](mailto:havan-td@dfait-maeci.gc.ca), Web site: [www.complejopalco.com](http://www.complejopalco.com) and click on "Schedule of Fairs."

**ENVIRONMENT**

**SAO PAULO, BRAZIL** — May 26-28, 2004 — **FEILIMP 2004** is an international exhibition that features products and service for solid waste and public refuse management. **For more information**, contact Mariangela O. Lima, Business Development Officer, Canadian Consulate

General in Sao Paulo, tel.: (011-55-11) 5509-4321, fax: (011-55-11) 5509-4260, e-mail: [infocentre-spalo@dfait-maeci.gc.ca](mailto:infocentre-spalo@dfait-maeci.gc.ca), Web site: [www.feilimp.exponor-brasil.com](http://www.feilimp.exponor-brasil.com).

**ICT**

**LAGOS, NIGERIA** — May 18-24, 2004 — **Computer Technology and Office Equipment 2004** is Nigeria's premier information and communications technology trade event. **For more information**, contact the Canadian Deputy High Commission in Lagos, tel.: (011-234-1) 262-2512, fax: (011-234-1) 262-2516, e-mail: [lagos@dfait-maeci.gc.ca](mailto:lagos@dfait-maeci.gc.ca), Web site: [www.infoexport.gc.ca/ng](http://www.infoexport.gc.ca/ng).

**SINGAPORE** — June 15-18, 2004 — **CommunicAsia 2004**, a major ICT exhibition and conference, will once again be held concurrently with **BroadcastAsia 2004**, an electronic media technology exhibition and conference. Both events will feature a Canadian pavilion. **For more information**, contact Derek Complin, UNILINK, tel.: (613) 549-0404, fax: (613) 549-2528, e-mail: [dc@unilinkfairs.com](mailto:dc@unilinkfairs.com), Web site: [www.unilinkfairs.com/cp/communicasia04](http://www.unilinkfairs.com/cp/communicasia04).

**SHANGHAI, CHINA** — June 23-26, 2004 — **China ELECOMM 2004** is the 12<sup>th</sup> international telecommunication trade fair. **For more information**, contact Michelle Ng, e-mail: [michelle.ng@dfait-maeci.gc.ca](mailto:michelle.ng@dfait-maeci.gc.ca), Web site: [www.siec-ccpit.com/exhibition/ele.htm](http://www.siec-ccpit.com/exhibition/ele.htm).

**SHANGHAI, CHINA** — July 9-11, 2004 — **China Interactive Entertainment Expo 2004** is the most comprehensive series of events for the interactive entertainment and games industry. **For more information**, contact Michelle Ng, e-mail: [michelle.ng@dfait-maeci.gc.ca](mailto:michelle.ng@dfait-maeci.gc.ca), Web site: [www.ciexpo.com](http://www.ciexpo.com).

**OIL & GAS**

**STAVANGER, NORWAY** — August 24-27, 2004 — The Canadian Embassy in Oslo will organize a Canadian pavilion at **Offshore Northern Seas (ONS)**, one of the world's major offshore oil and gas conferences and trade shows attracting 26,000 visitors from more than 90 countries. **For more information**, contact Rick Stephenson, Canadian Embassy in Norway, e-mail: [rick.stephenson@dfait-maeci.gc.ca](mailto:rick.stephenson@dfait-maeci.gc.ca).

**Enquiries Service**

DFAIT's Enquiries Service provides counselling, publications and referral services to Canadian exporters. Trade-related information can be obtained by calling

**1-800-267-8376** (Ottawa region: **(613) 944-4000**) or by fax at **(613) 996-9709**; by calling the Enquiries Service FaxLink (from a fax machine) at **(613) 944-4500**; or by accessing the DFAIT Web site at [www.dfait-maeci.gc.ca](http://www.dfait-maeci.gc.ca).

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