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Canada in the spotlight at India's Technology Summit

New Delhi, India > Canada has been selected as India's partner country for this year's **Technology Summit and Technology Platform** in New Delhi. The Summit, in conjunction with a visit to Bangalore, will take place from September 21 to 23 and will focus on boosting science and technology linkages between Canada and India. International Trade Minister Jim Peterson is expected to lead the Canadian delegation.

"India is a true economic giant that boasts the largest emerging consumer market in the world," said Minister Peterson during the Canada Trade Mission to India this April. "Canada wants to be part of it—including in the area of science and technology."

Canadian speakers at the Summit will include Canadian High Commissioner to India Lucy Edwards, the Prime Minister's National Science Advisor Arthur Carty and Telesat Canada Vice-President Paul Bush. India's growing economy and S&T strengths are attracting over 95 delegates from Canada, including researchers, scientists and entrepreneurs. In addition to the five Summit themes, there will be nationally televised sessions on investment and the commer-

see page 2 - Tech Summit

Norway aquaculture show features Canada's best

Trondheim, Norway > Canada was the feature country at **Aqua Nor 2005**, the world's largest international aquaculture trade show, which took place in Norway this August. More than 130 Canadian delegates attended Aqua Nor, including representatives from federal and provincial government departments and ministries, First Nations, academic institutions and industry. Fisheries and Oceans Minister Geoff Regan led the Canadian delegation.

At the same time, Atlantic Canada Opportunities Agency Minister Joseph McGuire led a delegation of 23 Atlantic Canadian aquaculture businesses and organizations on a technology, trade and investment mission to Norway, in partnership with the Newfoundland Aquaculture Industry Association, Fisheries and Oceans Canada, National Research Council Canada and the Canadian Embassy in Norway. As part of the mission, the delegation participated in Aqua Nor.

During a breakfast attended by Norwegian business leaders, Minister McGuire promoted Atlantic Canada as a profitable place to do business. "Our aquaculture, R&D, oil and gas, ICT, and other emerging knowledge-based industries in particular provide attractive investment opportunities for businesses in Norway," said Minister McGuire. "This breakfast with potential investors provided a platform to showcase our region. And the message was heard loud and clear."

Norway is one of Canada's most important Nordic trading partners, ranking second after Denmark. Canadian exports to Norway totalled \$1.5 billion in 2004 while exports from Atlantic Canada accounted for \$78.9 million.

see page 3 - Norway aquaculture show



International Trade
Canada

Commerce international
Canada

Canada

Tech Summit - from page 1

cialization of R&D, as well as special sessions on earth sciences and disaster mitigation, and post-graduate research opportunities. Partnering sessions for Canadian and Indian delegates and site visits have been organized.

Summit themes and India's highlights

Driven by new enterprise and recent innovation, biotechnology in India is witnessing accelerated growth. The sector has a potential to generate annual revenues of \$5.9 billion and one million skilled jobs. In the renewable energy area, the Indian private sector has invested mainly in wind, biomass, small hydro and solar thermal projects. Other areas, such as clean coal technologies, offer a wide range of Clean Development Mechanism projects. A nanoscience initiative of India's Department of Science and Technology has allocated nearly \$29 million over five years to support over 50 Indian research organizations.

In the area of ICT, India is among the fastest-growing wireless markets in the world, with over 39 million cellular phone users. Internet use is growing and educational software is becoming increasingly popular—industry experts anticipate this sector will develop toward Web-based learning. Opportunities exist for firms and academic departments in rural communications and specialized software, including digital imaging, animation, industrial automation and multimedia.

Today, India is emerging as a global R&D hub, where more than 150 multinational corporations have set-up their R&D units. It is doubling its investment in the S&T sector to over \$8 billion in the next 10 years. Key investments include 20 new national research centres, 220 universities and 200 laboratories. These investments, along with complementary areas of expertise between the two countries, present tremendous opportunities for collaboration between Canadian and Indian S&T institutions.

For more information on the Summit, go to www.infoexport.gc.ca/science/india_techsummit-en.htm.

A word of warning for business travellers

Ottawa > Foreign Affairs Canada (FAC) has changed the terminology it uses to communicate official Travel Warnings. If it is not safe to travel to a foreign country or region, FAC will advise Canadians to avoid "all travel" to that destination. If the threat is lower, it will advise Canadians to avoid "non-essential travel."

For example, in light of the dangerous and unpredictable security situation in Iraq—where all Canadians are at risk—the Travel Warning will contain, "Foreign Affairs Canada advises against all travel to this country." In the case of the Central African Republic, which is recovering from civil unrest, it will say, "Foreign Affairs Canada advises against non-essential travel to this country."

The change responds to a request from the World Tourism Organization to standardize the terms used in travel warnings worldwide. Among the many events that can trigger an official travel warning are civil unrest, war, rebellion, natural disasters and health emergencies.

"Travel Warnings remain the Government of Canada's official advice to Canadian tourists and business travellers," says Lucie Chantal, Director of Consular Communications. "The decision to travel is still the sole responsibility of the individual."

For more information, business travellers should consult FAC's Consular Affairs Web site at www.voyage.gc.ca before going abroad.

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Trinidad and Tobago selects Canada for new mobile network

Port of Spain, Trinidad and Tobago > The promise of competition in one of the more significant cellular phone markets in the English-speaking Caribbean has been realized, breaking a monopoly that the majority state-owned Telecommunication Services of Trinidad and Tobago (TSTT) has maintained on mobile telecommunications service for over 25 years.

The decision to award two new licences to LaqTel, a Trinidad-based group, and Irish telecom company Digicel, was the first step in introducing competition into a monopoly market in Trinidad and Tobago by providing competing cellular services. LaqTel received support from two major Canadian players in the telecom market: Nortel Networks and Saskatchewan Telecommunications International (SaskTel).

Nortel's code-division multiple access (CDMA) technology will give LaqTel's customers access to high-speed 3G data networks such as simultaneous voice and data services and streaming media. This strategic alliance was launched on July 25 at the official signing of an estimated \$60 million cellular services agreement between Nortel and LaqTel, which took place at the Canadian High Commission in Port-of-Spain.

Having been the longstanding supplier of equipment and services to TSTT, Nortel is no stranger to Trinidad and Tobago. TSTT engaged Nortel in 2004 for building a high-capacity, next-generation infrastructure based on Internet protocol technology, and again in 2005

for the expansion and upgrade of its GSM/GPRS wireless network.

Trinidad and Tobago's telecom initiative will further benefit from Canadian expertise through LaqTel's partnership with SaskTel, selected as its partner to design, build and operate the country's \$125 million CDMA cellular network business. SaskTel brings to the partnership expertise in network planning, design and operations, billing, process and customer care.

These events mark the commencement of the long-anticipated liberalisation of the telecom sector in Trinidad and Tobago. Competition is expected to stimulate growth in the cellular market size, estimated to reach some 800,000 customers and thus attracting fresh market possibilities for peripheral services and equipment in the sector.

For more information, contact: Michaeline Narcisse, Trade Commissioner, Canadian High Commission in Trinidad and Tobago, tel.: (868) 622-6232, ext. 3552, e-mail: michaeline.narcisse@international.gc.ca.



Officials from Nortel, LaqTel and the Canadian Trade Commissioner Service at the official signing of the agreement.

Norway aquaculture show - from page 1

In collaboration with Fisheries and Oceans Canada and AquaNet, the Canadian Embassy in Norway organized a series of science and technology seminars at Aqua Nor to highlight Canada's leading-edge research in areas such as fish genomics, fish health, alternative feeds and the integration of traditional ecological knowledge with modern science. Presentations by Norwegian researchers involved in projects with Canada were an integral part of the program, and helped strengthen linkages between the two countries and identify new areas for collaboration.

Canada's successful week at Aqua Nor culminated with a dinner hosted by Minister Regan, attended by 160 guests. The meal recreated a corner of Canada in

Norway by featuring a menu consisting entirely of Canadian products, accompanied by film and music showing the best Canada has to offer.

Aquaculture is a relatively new commercial activity in Canada and in many other parts of the world, but already it occupies a significant position in the seafood production sector. Given Canada's close proximity to one of the world's largest markets, a reputation for high-quality, safe seafood products, excellent biophysical potential and a highly knowledgeable labour force, Canada is well positioned to benefit from aquaculture development.

For more information, go to www.aquanor.ca. To receive an overview of the above-mentioned science and technology presentations, contact Barbara Thorjussen, Canadian Embassy in Norway, e-mail: barbara.thorjussen@international.gc.ca.

Big Knowledge thinks big at the World Bank

Big thinking has brought Big Knowledge into global markets. Understanding that what counts is creativity, not company size, the Montréal-based e-learning solutions provider has joined forces with global institutions, taking advantage of assistance from the Canadian Trade Commissioner Service and its partners. Such strategizing, coupled with first-rate business offerings, landed the company its latest contract, with the World Bank's Multilateral Investment Guarantee Agency (MIGA).

Big Knowledge Enterprises Inc., which has been in the technology-based training business since 1994, has become a leader in the development of total e-learning solutions, which it customizes for financial, pharmaceutical, biotechnology and wireless telecommunications companies, as well as for several global institutions—namely, the International Air Transport Association (IATA), the UN and, most recently, the World Bank.

International orientation gives edge

The company has an international orientation that is crucial for penetrating world markets: it employs a multilingual, multicultural staff and regularly produces training programs in English, French and Spanish.

It was what company President and Chief Strategist Anthony Siregar calls the “international look and feel” of its proposal that gave Big Knowledge an edge for winning the MIGA contract. “We made sure we respected the multi-ethnicity of the World Bank. We provided graphics and other multimedia representations of situations that reflected the Bank’s multicultural environment.”

Another edge was its participation, in March 2005, in a mission to the World Bank organized by the World Trade Centre Montréal (the Montréal Board of Trade’s export services branch). During the five-day mission, Mr. Siregar and International Marketing Director Byron Biggs met with a dozen World Bank project leaders, learning about specific projects around the world and also about the World Bank’s mission and priorities, one of which is education.

While in Washington, Mr. Siregar got wind of MIGA’s need for an investment promotion training course for its clients. Big Knowledge won the contract, based not only on the international look and feel of its presentation but also on the rigorous approach it takes to course design and production.

Learning from experience

From previous experience with IATA, the company had already learned about the importance of respecting the international culture embodied by such an institution. That knowledge served it well in winning a subsequent United Nations Development Programme (UNDP) contract in December 2004 to produce courses for 50,000 UN employees in 166 countries.

For the UN contract, Big Knowledge benefitted from assistance from its International Trade Canada (ITCan) Regional Office, which supplied the company with contacts at the Canadian Commercial Corporation (CCC), Export Development Canada (EDC) and the Canadian Consulate General in New York, each of which provided valuable support and advice.

“The ITCan Regional Office also gave us excellent advice on how to do business with the UN, which helped us enormously to prepare our proposal and presentation,” explains Mr. Siregar. “We learned a lot from our work with the UNDP,” he adds, “which helped us get into WB/MIGA.”

Big Knowledge is currently targeting markets in the Asia-Pacific region, specifically China and India. The company’s strategy for penetrating these two markets is three-pronged: 1) working through its current network of customers that already deal with these countries (UN, WB, IATA), 2) linking up with the Canadian Trade Commissioner Service abroad, and 3) working with government agencies in Canada that promote the export of Canadian know-how.

“Canada can export its technology to many parts of the world without being second class,” says Mr. Siregar. “Our technology at Big Knowledge has received rave reviews from the UN, IATA and the World Bank—and they see a lot of technology. The bottom line is we’re finding that a small entrepreneurial company like Big Knowledge, in a middle economy like Canada, can compete in the global sandbox if we link up with global institutions—which are already our customers—and if we avail ourselves of the support available from the Canadian government and its partners. You don’t have to be a Goliath. You just have to be creative.”

For more information, contact International Trade Canada’s International Financing Division, tel.: (613) 995-7251, e-mail: ifinet@international.gc.ca.

CANADEXPORT supplement

GOING GLOBAL Women Entrepreneurs in International Markets



As you can see from the incredibly varied examples of the women profiled within, women-owned firms are a tremendous entrepreneurial force in the Canadian economy. Over the past 20 years, Canada has seen a 200% increase in the number of such firms, with the result that, by 2001, nearly half (47%) of all small and medium-sized enterprises (SMEs) in Canada had at least one female owner. Majority women-owned SMEs produced commercial revenues of \$72 billion in 2000.

However, despite such impressive statistics of achievement by women-owned firms, roughly half the number of SMEs primarily owned by women - compared to those primarily owned by men - reported exporting in 2001 (6.9% versus 13.4%). Women-owned firms were less likely to export regardless of economic sector, size of firm, growth orientation or access to capital.

I therefore encourage women entrepreneurs to take advantage of the many resources that International Trade Canada (ITCan) and its partners in Team Canada Inc have to offer, and which are highlighted in this supplement. A wealth of information about programs and services is available to help you realize the benefits of international trade, such as a trade commissioner in the ITCan regional office in each province who is committed to helping women entrepreneurs; Export Development Canada’s special team to assist women entrepreneurs; and the Business Development Bank of Canada’s \$25 million fund for women entrepreneurs.

International Trade Canada’s team of over 900 trade commissioners is ready to help you take on the world. Working together, we look forward to celebrating your company’s success next year.

James Scott Peterson
Minister of International Trade



REGIONAL ASSISTANCE PROGRAMS OFFER EXPORTING SUPPORT

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

WESTERN ECONOMIC DIVERSIFICATION CANADA WOMEN'S ENTERPRISE INITIATIVE (WEI)

WHAT IT IS: Business information and services specifically tailored to the needs of women in Western provinces and delivered through non-profit groups – the Women's Enterprise Society of B.C., Alberta Women Entrepreneurs Association, Women Entrepreneurs of Saskatchewan Inc. and Women's Enterprise Centre of Manitoba (see page 11). They offer access to a loan fund and advisory services, pathfinding to existing services plus education and training, networking and mentoring. WEI offices are located in Kelowna, Calgary, Saskatoon and Winnipeg, with satellite offices in Vancouver, Edmonton, and Regina.

EXPORTING SUPPORT: Coaching and providing referrals about training resources, assistance with export plans and supporting trade-related organizations in order to help women expand their businesses globally.

INFORMATION:

WD Toll-Free Number (accessible in Western Canada only)
1-888-338-WEST (9378)

WEB: www.wd.gc.ca

CONTACT: Sharon Jackson, Corporate Policy & Planning Officer
Western Economic Diversification Canada
Tel: (780) 495-3182; e-mail: sharon.jackson@wd.gc.ca

NETWORK FOR WOMEN ENTREPRENEURS (NWE) ONTARIO

WHAT IT IS: Launched in the spring of 2005 as a result of a recommendation from the *Prime Minister's Task Force on Women Entrepreneurs* and administered by the Canada-Ontario Business Service Centre, NWE provides women entrepreneurs in the province with information on programs and services to start and grow their business as well as guidance in locating key community support services. NWE will work with existing organizations to tailor services where appropriate, organize events geared to women entrepreneurs and expand the network throughout Ontario.

EXPORTING SUPPORT: Through its web portal and toll-free line, NWE provides access to key business information, business counselling and community outreach services, expert consultants and trade-related organizations throughout Ontario.

INFORMATION:

Toll Free: 1-888-300-9308

WEB: www.cbcs.org/ontario/nwe

E-mail: NWE-RFE@cbcs.ic.gc.ca

CONTACT: Catherine Goguen, Senior Coordinator
Women's Program, Canada-Ontario Business Service Centre

FEDNOR

WHAT IT IS: An initiative to address the economic development needs of Northern Ontario. Working with numerous partners, and through its programs and services, FedNor helps fund community projects as well as other initiatives designed to improve the economic and social well-being of the North as a whole.

EXPORTING SUPPORT: Provides SMEs with information and services to develop and expand their international markets through its International Business Centre (IBC). Working with International Trade Canada and other government export agencies, the centre helps guide SMEs to become successful exporters by improving access to trade and export-related information and services through conferences, training and trade missions.

INFORMATION:

Toll Free: 1-877-333-6673

WEB: www.fednor.ic.gc.ca

CONTACT: Pam McRae, Initiatives Officer,
FedNor International Business Centre
E-mail: mcr.pam@ic.gc.ca

ATLANTIC CANADA OPPORTUNITIES AGENCY WOMEN IN BUSINESS INITIATIVE (WBI)

WHAT IT IS: An initiative to strengthen the management capabilities and business development skills of women entrepreneurs, to provide them 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: WBI's *Exposure to Exporting and Innovation Program* focuses on growth strategies for established women-owned businesses. It targets women-owned firms for participation in trade missions and helps 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 1-800-871-2596

Enterprise Cape Breton Corporation 1-800-705-3926

WEB: www.acoaapeca.gc.ca/e/business/entrepreneurship/wbi/wbi.shtml

CONTACT: Rose-Marie LeBlanc, Manager,
Women in Business Initiative

Tel: (506) 851-2095; e-mail: rose-marie.leblanc@acoa-apeca.gc.ca

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INTERNATIONAL TRADE CANADA REGIONAL OFFICES

If you are thinking today's global economy looks inviting, your local International Trade Regional Office (RO) can help. In partnership with members of the Regional Trade Network, the RO can help direct you to the existing products and services that relate to your particular exporting needs. They work with a range of other partners making up Team Canada Inc, which is a network of government export service providers helping Canadian business succeed in world markets. Clients achieve maximum benefit by receiving the right kinds of services, quickly and efficiently.

Located in every province, the RO provides a full range of trade development services and assistance to Canadian small and medium-sized enterprises, including: one-on-one export help to implement your export strategy; up to date foreign market and industry information; advice on how to access export financing or funding programs in your province or territory; and information on trade fairs, missions and events including seminars to help you learn about business environments and opportunities abroad.

Most importantly, each RO has a trade commissioner who is your key contact, and will help you to navigate your way through the variety of programs and services available. For more information, please call the toll-free Export Information Service at 1-888-811-1119, log onto www.infoexport.gc.ca, or contact your province's RO at one of the addresses below.

VANCOUVER

Tel: (604) 666-0434

Fax: (604) 666-0954

E-Mail: itc-vancouver@ic.gc.ca

WINNIPEG

Tel: (204) 983-5851

Fax: (204) 983-3182

E-Mail: itc-winnipeg@ic.gc.ca

MONCTON

Tel: (506) 851-6452

Fax: (506) 851-6429

E-Mail: itc-moncton@ic.gc.ca

CHARLOTTETOWN

Tel: (902) 566-7382

Fax: (902) 566-6859

E-Mail: itc-charlottetown@ic.gc.ca

EDMONTON

Tel: (780) 495-2944

Fax: (780) 495-4507

E-Mail: itc-edmonton@ic.gc.ca

TORONTO

Tel: (416) 973-5053

Fax: (416) 973-8161

E-Mail: itc-toronto@ic.gc.ca

HALIFAX

Tel: (902) 426-7540

Fax: (902) 426-5218

E-Mail: itc-halifax@ic.gc.ca

ST. JOHN'S

Tel: (709) 772-5511

Fax: (709) 772-5093

E-Mail: itc-st.johns@ic.gc.ca

SASKATOON

Tel: (306) 975-5315

Fax: (306) 975-5334

E-Mail: itc-saskatoon@ic.gc.ca

MONTREAL

Tel: (514) 283-6328

Fax: (514) 283-8794

E-Mail: itc-montreal@ic.gc.ca

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WOMEN'S ENTREPRENEURIAL CENTER OF QUEBEC (WECQ)

WHAT IT IS: Offers women entrepreneurs a range of services, including diagnosis of entrepreneurial needs and channelling to appropriate advice and services, access to information on programs and services, skills upgrading, customized consultation and coaching and mentoring, and networking activities. A bilingual web portal is also in the works. WECQ was launched early in 2005 in response to a recommendation from the *Prime Minister's Task Force on Women Entrepreneurs*.

EXPORTING SUPPORT: Referrals, training, mentoring and coaching programs for both start-ups and growing women-owned businesses.

INFORMATION:

Toll Free: 1-800-332-2683

WEB: www.rfaq.ca

CONTACT: Nicole Beaudoin, Chair

Tel: (514) 521-2441; e-mail: info@rfaq.ca

CANADA ECONOMIC DEVELOPMENT FOR QUEBEC REGIONS (CED-DEC)

WHAT IT IS: A network of 14 business offices across Quebec that works to promote economic development in the province, focusing on small and medium-sized enterprises (SMEs). The agency offers financial assistance and non-financial services.

EXPORTING SUPPORT: IDEA-SME is a financial assistance program to help SMEs become more competitive globally. Eligible activities include: consultant studies to develop a marketing strategy, market analysis, implementation of a marketing strategy, including work to comply with standards for government contracting and international markets and form strategic alliances, and support activities for new exporters.

INFORMATION

Tel: 1-800-322-4636 or (514) 283-6412

WEB: www.dec-ced.gc.ca

CONTACT: Neila Ghribi, Advisor

Tel: (514) 496-8789; e-mail: neila.ghribi@dec-ced.gc.ca

"If you don't want to make any mistakes, be sure you are export ready."

STÉPHANIE BEAUDOIN

STÉPHANIE BEAUDOIN, Vice-President & Associate

LA FACE CACHÉE DE LA POMME INC.

Hemmingford, Québec

Tel: (450) 247-2899

Fax: (450) 247-2690

E-mail: sbeaudoin@appleicewine.com

Web site: www.appleicewine.com

Year Established: 2000

Employees: 11

Years Exporting: 5

Exports Sales: 20%

Export Market: North

America, Asia and Europe



Business Description: From a fruit, said to be as old as mankind, La Face Cachée de la Pomme (hidden side of the apple) introduced apple ice wine to the Quebec market, pioneering production techniques in the industry. This award-winning golden beverage is sold in Quebec and abroad as an exclusive dessert wine brand, found in the finest cellars and food stores. The company produces two types of ice cider, Neige (Snow), and the more distinguished Frimas (Frost).

Motion picture director Stéphanie Beaudoin, known for her movie about the life of French actress Sarah Bernhardt, met now-husband François Pouliot, a film and video producer, in 1998. François had contributed to the development of ice cider, making it at an old apple orchard he bought. In 2000, this weekend hobby became a full-time business venture, with Stéphanie and François at the helm. "Ice cider was unknown in the world, but we were convinced of its potential," explains Stéphanie.

At first, Neige and Frimas were sold in the province through SAQ (Quebec's liquor control agency) as well as directly to restaurant owners and on the property. Soon Stéphanie's main focus shifted to communications and the export side of the business.

EXPORTING CRUCIAL

Both Stéphanie and François felt that exporting was imperative. They wanted to promote Quebec's unique culture. "We think it's important to spread the province's image around the world, and Neige and Frimas bottle the stuff of dreams. They are the fruit of our very best, the expression of our thirst for taste and sophistication," Stéphanie says. Secondly, "we wanted to grow." Lastly, it seemed wise "not to put all our eggs in one basket."

France was the first market they explored. They eventually cracked new ones after Stéphanie attended various fairs and trade shows where she met potential importers. The U.S., courted for quite some time, is La Face Cachée de la Pomme's largest export market. "This was not easy because each state has its own rules for selling alcohol and American legislation doesn't allow us to specify the year of production on the bottle's label," explains Stéphanie.

RESOURCES ACCESSED

The company is registered with the federal government's Virtual Trade Commissioner, which Stéphanie says is a great help. "I receive e-mail information about events across the globe and the Trade Commissioner Service has also supplied me with market studies," she notes. She has also accessed support from the Quebec Agri-Food Export Club through two different programs financed by Agriculture and Agri-Food Canada.

Today, the entrepreneurial owners of La Face Cachée de la Pomme have several avenues for expansion in mind. They want to secure their current export markets and open others, with a goal of increasing their export sales to 50%. In addition, they just introduced a new product named "Neige Eternelle" (Eternal Snow), produced from the juices extracted from apples kept in oak barrels to age like wine.

Lessons Learned

FRUITS OF EXPERIENCE

Based on her lessons learned while developing export markets, Stéphanie Beaudoin has devised three "ground rules" for export success:

- ▀ **Scout abroad.** Participation in fairs, trade shows and other promotional events has proved invaluable for Stéphanie. "These types of events have allowed us to meet and select the importers. We do not want them to be too small sized, nor too general, nor too big. We want to ensure that the team we work with takes great care of our niche products."
- ▀ **Think twice.** "If you don't want to make mistakes, be sure you are export ready. Three years ago, for instance, we did not want to export to Japan. Although the quality of our packaging has always met the high standards there, we would not have been able to keep up with the demand. Now we have the production capacity, and this year Neige was even introduced at Expo 2005 in Aichi, Japan."
- ▀ **Specify payment conditions.** "One small example – determine if you will be paid in Canadian or American dollars or in euros in order to avoid any misunderstandings."

"No matter what country you're in, it's all the same – people with needs trying to find solutions."

DR. NANCY MATHIS

DR. NANCY MATHIS, President & CEO

MATHIS INSTRUMENTS LTD.

Fredericton, New Brunswick

Tel: (506) 457-1515/1-877-827-7623

Fax: (506) 462-7210

E-mail: info@mathisinstruments.com

Web site: www.mathisinstruments.com

Year Established: 1995

Employees: 22

Years Exporting: 10

Exports Sales: 90%

Export Market: U.S.,

Europe, Brazil, Taiwan, China,

Australia, Iran, Turkey, Korea



Business Description: Mathis Instruments provides heat sensor solutions for R&D, manufacturing and quality control environments, offering the latest in rapid, non-destructive thermal analysis instruments. The purpose of the technology is to measure the ability of a material to transfer heat – thermal effusivity. It is used by large pharmaceutical clients to ensure that drugs manufactured from powders are uniform and at the proper level of moisture and lubrication. Other customers include manufacturers of electronic materials. In 1999, Mathis won the international R&D 100 Award, a coveted innovation award that has also recognized Polaroid film, anti-lock brakes and the ATM.

A female entrepreneur, exporter and engineer, Nancy Mathis is used to being non-traditional across the board. And in her very specialized industry, she has found that's a benefit. With so few women doing what she does, she and her company stand out. "When you're exporting, you are selling, when you're selling, you're solving problems and when you're solving problems, you're listening," she observes. "And I think women make phenomenal listeners, coming up with solutions that really impact a customer."

BREAKTHROUGH RESEARCH

With a Ph.D. in chemical engineering and a rare talent for making the complex simple, Nancy has been developing solutions since her school days. The sensor technology at the root of Mathis' products is the result of her Ph.D. research. When she and her mechanical engineer husband, Chris, launched Mathis in 1995, after she was encouraged to commercialize her research, she initially focused on R&D and also taught at the University of New Brunswick, which incubated the new company. In 2000, she became President and CEO. They entered the export game very quickly when their first U.S. distributor announced their product offering to its entire 50-country channel.

With the majority of pharmaceutical manufacturing "a stone's throw away" along the U.S. eastern seaboard, Mathis initially concentrated there. Nancy is currently developing a strategy for Europe, the second largest pharmaceutical market, and is sourcing a distributor in the U.K. and Ireland.

Mathis uses a mix of its own direct sales team and a network of partners and distributors on the thermal side of the business, selling its instrumentation as far afield as Korea, China and even Iran. "Working through partners has been successful for us," maintains Nancy.

CERTIFICATION A CHALLENGE

Certification, which is different in every country, has proven to be the greatest export challenge for Mathis. "You must have your standardization in advance of selling into a country and sometimes, even with the best market intelligence, it's difficult to determine if the market will bear out the investment you make."

Despite these complexities, Nancy can't imagine not exporting. Exporting gives you access to a massive market, and there are no insurmountable barriers, she says. "No matter what country you're in, it's all the same. You can do business in any language across any kind of food over the dinner table. Whether it's green beer on St. Patrick's Day in Toronto or sake in Japan, it's the same process."

Lessons Learned

CRACKING INTO NEW MARKETS

Winner of Canada's top innovation honour in 2004 – the Manning Award for Innovation – Nancy Mathis continues to break new ground worldwide in the field of sensor technology advancement. She shares these success factors for global expansion:

- ▀ **Use outside resources.** Mathis has tapped into loans, grants and networking introductions from various government agencies. "Industry Canada has been a good resource for us." Whether it's co-development or project money, the National Research Council and the Atlantic Canada Opportunities Agency have also been supportive since the beginning. "They're happy to help both new and established companies."
- ▀ **Determine the best representation.** Mathis generally enters a new market using a distributor and, once the demand warrants it, will go direct and hire people.
- ▀ **Be prepared to travel.** "Initially, I spent 60% of my time travelling. Once you are more established, you can cut back."
- ▀ **Leverage technology to communicate.** "In our business, a potential customer can get up-to-speed through our web information, webinars and interactive teleconferencing. If you utilize this technology, it doesn't matter whether you're selling to California or to countries abroad."

"If you come to the table prepared, your exporting relationship will begin."

SONJA PEROVIC



SONJA PEROVIC, President
LOOPMEDIA INC.
Toronto, Ontario
Tel: (416) 595-6496
Fax: (416) 595-0306
E-mail: sonja@loopmedia.com
Web site: www.loopmedia.com

Year Established: 1995
Employees: 13
Years Exporting: 3
Exports Sales: 45%
Export Market: U.S.

Business Description: Loopmedia provides animation design and branding solutions – from concept through to project management – for film, television, advertising and new media industries. Celebrating its 10th year, Loopmedia has built a solid reputation through award-winning designs and long-term relationships with clients including media giants and leading advertisers. The firm also gives back to the community by raising awareness for issues like AIDS prevention and ovarian cancer.

For Sonja Perovic, building a successful export business is all about developing relationships. That means plenty of networking, particularly at industry events. "You never know where your next piece of business will come from," she says, recalling that she met her biggest client to date at a New York conference, after she complimented the woman on a particularly beautiful shirt. "Had I not attended that conference and mentioned that shirt, I wouldn't have expanded my business by 25%!" she laughs.

"Design drives branding, and good design transcends borders," explains Sonja. "We knew that to compete effectively we needed to expand our efforts to other markets." Loopmedia initially targeted large New York and Chicago ad agencies, drawing upon Canada's Trade Commissioner Service to explore ideas and to compile lists of prospects. Loopmedia's sales team then systematically broke down the lists and solicited one-on-one meetings by making phone calls and attending conferences. This strategy has been so successful that Loopmedia has grown its U.S. exports to almost half of its business in three short years.

PREFERS DIRECT SALES

Sonja has preferred to break into the U.S. using her own sales team, a team that clearly understands Loopmedia's services and brand. "With the Internet and the development of ftp sites, it doesn't really matter where you are physically located."

As a matter of fact, Loopmedia's website has proven to be "an amazing tool in generating new business," Sonja notes. "I think that a company without a web site is really losing out. It legitimizes you, gives prospective clients easy access to see what you do and serves as a conversation starter in the sales process."

CHINA ON THE HORIZON

While Loopmedia's primary focus remains North America, Sonja has her sights set on China and is approaching it in the same methodical way as she did the U.S. – starting with solid research. That means attending seminars on doing business there, seeking the advice of trade commissioners, devising a market entry strategy and sourcing a potential partner with local experience.

"China is a huge market, so to ignore it would be foolish," insists Sonja. "We're gearing up for it, but we have to find the right niche before jumping in." She has some novel ideas... "but I'm still doing my homework!"

Lessons Learned

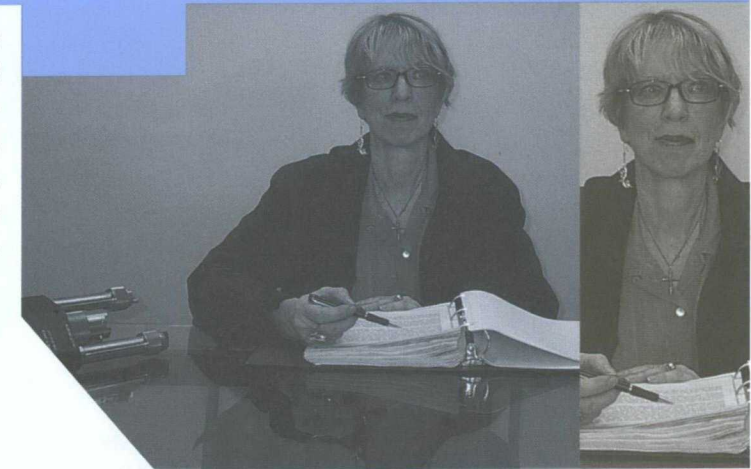
DOING BUSINESS IN THE U.S.

Although Canada and the U.S. share a common language and border, there are subtle cultural differences that can affect your success in doing business there, particularly if you are a service-based business. Sonja Perovic shares these insights and tips:

- ▀ **Do your research.** Look at how you can add value to the revenue stream of a potential U.S. client and how you can be a partner rather than a supplier and cost centre. "That strategy has worked for us because we become part of the team, which builds loyalty and relationships."
- ▀ **Target properly.** "Take your time. Target one customer at a time when you're first starting out, being very clear on the outcome you want, and this will lead to other things. If you come to the table prepared, your exporting relationship will begin."
- ▀ **Be American-ready.** Ensure you can offer quality and the ability to deal with distances and tight deadlines. "Clients are looking for quality and service. You have to deliver on both."
- ▀ **Always deal in U.S. currency.** "We never quote in Canadian dollars and we position ourselves in the mid to high price range because Americans look for quality, not bargains."
- ▀ **Join associations.** A member of the Organization of Women in International Trade (www.owit-toronto.ca), Sonja finds that such groups help in raising her understanding of the nuances of doing business with our U.S. neighbours. "Trade associations can be invaluable sources of information."

"Plot your moves carefully and take calculated risk."

LESLEY RUST



LESLEY RUST, President
PROPARMS LTD.
Carignan, Quebec
Tel: (450) 658-5207
Fax: (450) 447-2727
E-mail: lesley@proparms.com
Web site: www.proparms.com

Year Established: 1973
Employees: 26
Years Exporting: 20+
Exports Sales: 90%
Export Market: 70 countries,
including Asia, Europe, the
Middle East and the U.S.

Business Description: A world leader in explosives ordnance disposal (EOD) technology, Proparms designs and manufactures anti-terrorist equipment for police and military clients to use in soft-package bomb disposal. Its range of water disrupters, which fire a jet of water to disarm explosives, can be used on land and underwater, mounted on robots and for some kinds of anti-personnel mines. Its latest product, developed with a retired New York City Bomb Squad member, is the Remote Entry Device (RED) – designed to gain access into the trunks of suspicious vehicles and the cargo area of vans and trucks.

The daughter and sister of police officers, Lesley Rust was born in the U.K. but spent her early career in the theatre in Montreal, both as a company manager and props manager. Here she met her future husband – Josef Elsener – a renowned armourer with Sureté du Québec, the province's police force. He was an expert witness in weaponry-related trials whose family invented the Swiss Army Knife.

Although maintaining "I knew nothing about guns," Lesley identified a niche and, along with Josef, initially founded Proparms in 1973 as a supplier of special effects and specialized props, including weaponry, to the Canadian film industry. It moved into soft package bomb disposal when approached by Sureté du Québec, which was searching for a reliable bomb disrupter.

Lesley launched the new company, spearheading the marketing, with Josef focusing on design until a serious illness and his eventual death in 2002 left her alone at the helm. Undaunted, she has more than doubled her employee size since then and actively pursued partnerships.

WORLD LEADER

Proparms is only one of a handful of companies worldwide specializing in EOD disrupter technology. What sets it apart is its commitment to quality (it is ISO certified) and to safety. "And as a small company in a world where Canada is a flea on the side of an elephant, we can be more flexible and conduct R&D and get product to market more quickly."

The road to international growth was a natural one for Proparms. "You cannot survive as a Canadian company in this highly-specialized field by doing business only in North America. You need to think globally." Along the way, she has attended many conferences and trade shows and accessed support from Canadian Embassies and trade commissioners around the world and from the Industrial Research Assistance Program (IRAP), Idea-SME and the RCMP.

GENDER NO BARRIER

Although she is one of very few women in this industry, Lesley has not found her gender to be a barrier. "The soft sell can be very effective," she maintains, encouraging other women not to be intimidated by male-dominated, technical fields. "Just ask lots of questions." Her motto? "I'm not superior but I'm everyone's equal. If you remember that, the sky's the limit!"

Lesley's best advice to others expanding internationally is to have a good export plan and pursue growth prudently. "Like a good chess player, plot your moves carefully and take calculated risk."

Lessons Learned

SOURCING AGENTS WORLDWIDE

With the bulk of Proparms sales from exports, it relies heavily on agents around the world to sell its products. Here are Lesley Rust's tips for finding and retaining reliable agents who are not just "super-slick salespeople":

- ▀ **Use Canada's trade commissioners abroad.** "The Canadian Embassy is great. We always keep in contact, and advise them of any problems we have with agents."
- ▀ **Attend industry events.** "By attending conferences for bomb technicians and demonstrating our equipment at trade shows, we've been able to find knowledgeable reps."
- ▀ **Share agents.** Lesley cooperates with related Canadian companies, like Allen Vanguard and Med-Eng. Systems Inc., sharing agents and even marketing together. And finding agents who can represent you in more than one market is helpful and can cut down on your travel costs to train new people.
- ▀ **Ensure ongoing communication.** Along with solid training for agents, Proparms publishes a newsletter which keeps its agents abreast of the latest developments.

"We take full advantage of all government programs that help exporters."

DEBORAH SHEPPARD

DEBORAH SHEPPARD, President
THE DOG BIT! INC.

St. John's, Newfoundland

Tel: (709) 368-1988

Fax: (709) 368-4622

E-mail: deb@thedogbit.com

Web site: www.thedogbit.com

Year Established: 2001

Employees: 7

Years Exporting: 3

Export Sales: 30%

Export Market: U.S.



Business Description: thedogbit! produces specialty dog treats using certified organic ingredients, the best quality animal protein and natural spring water from Central Newfoundland – presented in special, beautiful packaging that maintains freshness. Manufactured locally in a 3,200 sq. ft. plant with a warehouse facility in Buffalo, New York, the cookies are available in specialty pet, gift and health food stores across Canada and in the U.S. They are also sold online in the U.S. via amazon.com.

Deborah Sheppard combined her passion for baking and all things canine to start her healthy bakery for dogs after her own pets had been poisoned by commercial dog food contaminated with mouldy grain. Her treats proved to be such a hit in the U.S. that she opened a warehouse in Buffalo two years after start-up. Initially she focused on New York and the New England States where she sourced agents after attending the New York Fancy Food Show. It was there that she received her first U.S. order – for \$20,000 from Saks – after meeting one of the store's executives at the show.

U.S. EXPANSION

Deborah's goal is to develop a network of brokers, covering every single state. She is currently targeting the Midwest, starting with the Chicago market, where she has already done considerable research and participated in the Team Atlantic Canada Trade Mission to the Windy City this year.

At first, she was skeptical about using commissioned sales reps, "but I now realize it's a cost of doing business that I have to factor in." She looks for brokers who have compatible and complementary lines.

PRICING CRITICAL

Savvy about how to price products for the American market, Deborah's advice to others is to "Factor in all the worst-case-scenario variables – the Canadian dollar at par, waiting costs at the border, high margins expected by agents and specialty stores." She also recommends getting accounts receivable insurance from Export Development Canada (EDC) to cover any bad debts. "It gives you peace of mind," she emphasizes. "And you can go online and do a credit check on potential customers, which is very convenient and useful."

Deborah will continue to focus her exports on the U.S. until she blankets the market. Europe will likely be next. A firm believer in utilizing the various government resources and programs for exporters, Deborah will always tap into them. "I look at the Trade Commissioners as staff I don't have to pay," she explains. "Their mandate is to help me as a Canadian exporter – to assist in supplying market information, resolving border issues and ensuring I'm in compliance with regulations. Anyone who doesn't use the Consulate offices is really overlooking a tremendous opportunity to gather information and have the groundwork done for them!"

Lessons Learned

HOW TO MAXIMIZE TRADE MISSION SUCCESS

Deborah Sheppard's first exposure to exporting came when she joined a Team Canada Trade Mission to New York in 2002 and began to build her U.S. business. Through registering on WIN Exports and joining associations, she finds out about relevant missions in a timely fashion. Deborah has this advice for maximizing the benefits of the investment you make in such missions:

- ▀ **Set a goal.** Before going on a Chicago mission, Deborah set a goal to find a reliable agent who calls on the type of accounts she is targeting. Then she utilized the mission "matchmaker" to help her identify candidates, pre-screen them and set up meetings.
- ▀ **Utilize government resources to do your homework.** "It's critical to know your market as well as if you were physically located there." Deborah consults with trade officers in the Canadian consulates about the regions they cover. "These are people on the ground who really know their stuff and can be your eyes and ears." For example, through the Canadian Consulate in Chicago, she accessed "some remarkable reports on the specialty food market in the Midwest" as well as listings of brokers and reps.
- ▀ **Source potential partners.** Find synergies with other participants. Deborah found a non-competitive food and beverage company from Newfoundland that targets similar accounts. They now swap useful market information, use the same customs broker, share warehouse space in the U.S. and may even combine orders to reduce shipping costs.
- ▀ **Ensure thorough follow-up.** "If people you met on the mission requested more information, follow up quickly when you return home." Deborah also adds them to her database to receive news.

"We've tried different entry strategies in various countries."

SANDRA WILSON

SANDRA WILSON, Founder & President

ROBEEZ FOOTWEAR LTD.

Burnaby, British Columbia

Tel: (604) 435-9074/1-800-929-2649

Fax: (604) 435-9075

E-mail: swilson@robee.com

Web site: www.robee.com

Year Established: 1994

Employees: 350

Years Exporting: 8

Exports Sales: 70%

Export Market: U.S., U.K.,

Europe, Australia, Japan



Business Description: Robeez is a world-leading manufacturer of soft soled leather footwear for newborns to four-year-olds. Designed specifically for children's developing feet, the soft sole allows freedom of movement and helps prevent slipping. The company carries over 70 designs and sells its high-quality products worldwide in over 4,500 specialty stores and boutiques as well as online. Robeez has been recognized as one of the fastest growing companies in Canada by *PROFIT* magazine and also clinched a spot in *iParenting* magazine for one of the hottest products in 2004.

Downsized from her airline job in 1994, Sandra Wilson decided to start a home-based business, allowing her to spend more time with her 18-month old son, Robert. She handcrafted a pair of brightly coloured leather shoes for him, pleased to discover that the soft soles improved his balance. Sandra named the shoes after her son...and, thus, "Robeez" Footwear was born.

When she took 20 hand-stitched pairs to a regional trade show, the response was overwhelming. In 1995, she hired her first sales rep and moved into commercial space by 1999. Three years into the business, Sandra began exporting to the U.S. The company also has distribution facilities in the U.K. and Australia, and a distributor in Japan.

ENTRY STRATEGIES DIFFER

"We've tried different entry strategies in various countries," explains Sandra. "For example, we initially worked with a distributor in the U.K. but decided to open our own distribution facility in Wales because we wanted to be closer to our customers. In Japan, we have a distributor because there are more complexities around culture, language and leather imports."

As it expands globally, the company's philosophy is to stay customer-focused, a key factor in its North American growth. "We don't want a middle man between Robeez and our customers."

CHALLENGES WORTH THE EFFORT

That customer-focused strategy has paid off and is being applied to new markets abroad, particularly in Europe and Australia. "As we are just in our infancy there, we are very focused on building those markets and upgrading our web site with multiple languages." Expansion into Europe does not come without its share of complexities. "Every day, we are discovering the challenges of language and currency issues," she reveals. Marketing materials must be translated for some European markets, and Robeez has invested in French-language customer service in its U.K. office and will soon be adding German.

"I think it's all worth the effort," maintains Sandra. "There's a huge market in Europe and high appeal for our products." Just as importantly, she is seeking to spread her export risk and "not have all our eggs in the big United States' basket" with its weakening dollar and border restrictions after 9/11.

Lessons Learned

FROM HER BASEMENT TO THE GLOBAL MARKET

Recipient of Rotman's 2004 Canadian Woman Entrepreneur of the Year Export Award, Sandra Wilson is an inspiration to every home-based entrepreneur. She shares her key success factors in making the leap from a basement business to a leading global manufacturer in the children's footwear industry, with an almost cult-like following for her products:

- ▀ **Tap into government programs.** Sandra's interest in exporting was piqued by attending NEBS (New Exporters to Border States program – www.dfait-maeci.gc.ca/can-am/export). "Since the U.S. is so big and so close, I decided I may as well start early and figure out all the issues related to duties and brokers." Sandra has also participated in trade missions.
- ▀ **Have a plan.** Doing your homework and developing an export strategy are critical first steps. "It's easy to be approached by distributors who want to represent you, but the fit may not be good or you may not be ready."
- ▀ **Focus on North America first.** "The U.S. is right in our backyard and it's pretty seamless to do business there. The complexities of exporting offshore are fairly significant."
- ▀ **Find good partners.** "Building an international business is a lot of hard work, long hours and perseverance and I could have thrown in the towel many times, especially during the first five years." The turning point came when Sandra moved the business out of her home and brought in her brother and another partner, who focus on international development and strategy.
- ▀ **Create a website for the international marketplace.** Sandra went online early. Today, Robeez has a multi-currency site (including dedicated urls for the U.K. and Australian markets) and is upgrading it to multi-language.

"People are the same everywhere and people are different everywhere."

HANA ZALZAL

HANA ZALZAL, Founder and President

CARGO Cosmetics
Toronto, Ontario
Tel: (416) 847-0700
Fax: (416) 847-0770
E-mail: hana@cargocosmetics.com
Web site: www.cargocosmetics.com

Year Established: 1995
Employees: 15
Years Exporting: 7
Export Sales: 75%
Export Markets: U.S., U.K., Saudi Arabia, Puerto Rico, France, Australia



Business Description: A leader in new product innovation, CARGO Cosmetics produces a professional-quality line of make-up and brushes sold through retail stores in Canada and worldwide as well as online. Its multi-use, go-anywhere products and award-winning packaging were discovered early on by make-up artists, who use the products on TV shows like *Desperate Housewives* and *CSI*. A portion of the proceeds from a special line of celebrity designed custom lipstick shades goes to children's charities.

It was a satisfying moment for Hana Zalzal to see her cosmetics sold on Paris' Champs Elysées by international retailer Sephora. Equally significant for her business was the day Sephora opened up shop on the West coast of the U.S. "To have the product available right there for our big following of professional make-up artists was an important strategy for us," she explains.

Born in Egypt, Hana – who came to Canada as a child with her family – trained as a civil engineer, initially pursuing that as a career. But her goal was always to have her own business. A lover of cosmetics, she spotted an opportunity. "I saw the consumer mindset shifting and believed that, in the future, niche brands would really take a new foothold in the marketplace," she says. That's when the idea for CARGO Cosmetics was born.

EXPORTING A LOGICAL EARLY STEP

The company's initial foray into exporting began quickly, precipitated by demand from distributors and stores from around the world. "It was daunting to try to sort through who would be a good distributor and what would be a good store, especially in unfamiliar countries," says Hana. The U.S. seemed to be a natural progression for CARGO, "because I know the U.S. market – I watch their TV and movies, I eat their food, I wear their clothes."

To a large extent, the company's international markets were chosen because of distributors that approached it. But Hana is very selective in choosing CARGO's representatives and turns down more than she accepts. "You need distributors who are credible, trustworthy and can communicate the brand effectively," she emphasizes. "They must be able to keep the branding integrity we've created at head office, but also give it the right spin so that it resonates with their local market."

Hana is also careful about minimizing her risk in foreign markets, which is why CARGO has accounts receivable insurance from Export Development Canada (EDC) to protect it if foreign buyers don't pay. "EDC was our first choice shortly after we started exporting because of its excellent and reliable track record. And they're easy to work with."

MARKET NUANCES

Hana's experience with different cultures has taught her that "People are the same everywhere and people are different everywhere. Women's passion for make-up as a tool for self-expression is constant." And while she feels she has her finger on the pulse of the Canadian and U.S. consumer, she's still learning about the subtle nuances of consumers worldwide. Future plans for CARGO include continued growth in Europe and further expansion in the U.S.

Lessons Learned

BUILDING A GLOBAL BRAND

Recipient of *Report on Business Magazine's* Top 40 Under 40 Award in 2003, Hana Zalzal has always been fascinated by brands and knows all about building a global identity. CARGO has received media coverage in such publications as *TIME*, *The Wall Street Journal*, *People*, *Elle* and *Vogue*. Having achieved this awareness without pouring huge dollars into advertising, Hana shares these tips on building a brand that can transcend cultures:

- **Establish an identity.** CARGO is synonymous with quality, style, innovation and good value. Its motto, Be-you-tiful™, encourages women to discover, express and renew themselves.
- **Develop awareness.** CARGO generates publicity through event sponsorships, such as film festival parties. One year, CARGO was even the exclusive make-up in the Oscar gift baskets. Hana also seeks key influencers to use and endorse her products, such as the editors of beauty magazines, celebrity make-up artists and celebrities like Britney Spears.
- **Create an emotional link.** Link your brand to people's lifestyles or aspirations. CARGO addresses today's women and names its products after global destinations – for example, Bora Bora is a tropical pink lip gloss. "People don't just buy a product, they buy into a brand," insists Hana.
- **Consistently evolve.** Refresh and reinvent continually. "We are constantly trying to make cosmetics 'smarter'." CARGO builds on the support it receives from make-up artists. "We always get their input as we move forward developing new products."

DON'T GROW IT ALONE

From coast to coast, organizations exist to help women grow their businesses and expand beyond borders. They offer services including business counselling, mentoring, resources, training, financing, information, workshops and seminars. They also provide opportunities for networking and developing business contacts and leads. Be sure to check out those available in your region.

Alberta Women Entrepreneurs Association (AWE)
Services include a business loan fund.
Tel.: 1-800-713-3558 (Toll free); (403) 777-4250
E-mail: info@awebusiness.com
Web Site: www.awebusiness.com

Canadian Association of Women Executives and Entrepreneurs (CAWEE)
A Toronto-based organization for businesswomen at every stage of their career.
Tel.: (416) 756-0000
E-mail: info@cawee.net
Web Site: www.cawee.net

Centre for Women in Business, Mount Saint Vincent University, Halifax
Offerings include a one-to-one business advisory service.
Tel.: (902) 457-6449
E-mail: cwb@msvu.ca
Web Site: www.msvu.ca/cwb

DigitalEve International
A global organization for women in new media, with nine chapters in Canada.
E-mail: info@digitaleve.org
Web Site: www.digitaleve.org

Newfoundland and Labrador Organization of Women Entrepreneurs (NLOWE)
Provides services through a community-based network.
Tel: 1-877-754-0555 (Toll free); (709) 754-5555
E-mail: nloweadmin@nfld.net
Web Site: www.nlowe.org

Organization of Women in International Trade: OWIT-Toronto and OWIT-Alberta
A 40-chapter worldwide organization designed to promote women doing business globally, with two chapters in Canada.
Toronto
Tel: Amanda de Vogel (416) 866-5426
E-mail: amanda.devogel@sympatico.ca
Web Site: www.owit-toronto.ca
Calgary
Tel: (403) 214-0224
E-mail: karin@owitalberta.org
Web Site: www.owitalberta.org

Prince Edward Island Business Women's Association (PEIBWA)
Operates through a community-based network in partnership with Atlantic Canada Opportunities Agency (ACOA).
Tel: 1-866-892-6040 (Toll free); (902) 892-6040
E-mail: office@peibwa.org
Web Site: www.peibwa.org

Reseau des femmes d'affaires du Québec (RFAQ)
Includes "self-help cells" that meet monthly to exchange information and give advice.
Tel: 1-800-332-2683 (Toll free); (514) 521-2441
E-mail: info@rfaq.ca
Web Site: www.rfaq.ca

Wired Woman Society
Encourages women to explore opportunities in information technology.
Tel: (604) 605-8825
E-mail: info@wiredwoman.com
Web Site: www.wiredwoman.com

Women Business Owners of Manitoba (WBO)
Offers an annual Women Entrepreneur Awards program.
Tel: (204) 775-7981
E-mail: info@wbom.mb.ca
Web Site: www.wbom.mb.ca

Women's Enterprise Society of BC (WESBC)
Services include financing and business-to-business linking.
Tel: 1-800-643-7014 (Toll free); (250) 868-3454
E-mail: info@wes.bc.ca
Web Site: www.wes.bc.ca

Women Entrepreneurs of Canada (WEC)
A Toronto-based network for growth-oriented entrepreneurs that partners with organizations in Canada, the U.S. and abroad.
Tel: 1-866-207-4439 (Toll free)
E-mail: wec@wec.ca
Web Site: www.wec.ca

Women Entrepreneurs of Saskatchewan Inc.
Services include business loans and a youth initiatives program.
Tel: 1-800-879-6331 (Toll free); (306) 477-7173
E-mail: info@womenentrepreneurs.sk.ca
Web Site: www.womenentrepreneurs.sk.ca

Women Presidents' Organization
Provides professionally-facilitated discussions for high-level women presidents (minimum \$1 to \$2 million revenues) through four Canadian chapters in Toronto and Montreal.
Tel: (416) 762-1990
E-mail: abalan@karioss.com
Web Site: www.womenpresidentsorg.com

Women's Enterprise Centre of Manitoba (WECM)
Services include loans for business start-up and growth.
Tel: 1-800-203-2343 (Toll free); (204) 988-1860
E-mail: wecinfo@wecm.ca
Web Site: www.wecm.ca

WOMEN ENTREPRENEURS Connecting With the World



INTERNATIONAL TRADE CANADA (ITCAN)

Although exporting can appear daunting at times, especially to new exporters, the good news is that you don't have to go it alone. The Canadian Trade Commissioner Service is here to help you expand your business abroad. A network of more than 900 trade commissioners working in Canada and overseas, the Canadian Trade Commissioner Service helps companies like yours succeed in foreign markets by providing timely advice, valuable business intelligence and in-market assistance.

In Canada, trade commissioners working in regional offices can provide you with practical advice on marketing strategies and up to date market and sector information to help smooth your company's path to doing business abroad.

Trade commissioners working in our offices around the world can help your company make better business decisions by providing a range of in-market services, including investigating market prospects, identifying key contacts and troubleshooting difficulties. See page 3 for the office in your region.

Your gateway to the Canadian Trade Commissioner Service: The Virtual Trade Commissioner

By registering and becoming a client of the Canadian Trade Commissioner Service, you can obtain a Virtual Trade Commissioner, a personalized Web page specific to your company's international business interests. The Virtual Trade Commissioner provides on-line access to market research reports, business leads, business news, events and visit information that matches your industry sector and markets of interest. This tool also allows you to request services from trade commissioners in Canada and abroad who are responsible for your industry and target markets, as well as services from our partners, including: Export Development Canada; Agriculture and Agri-Food Canada; Canadian Commercial Corporation and Canadian Heritage.

To register for a Virtual Trade Commissioner, visit www.infoexport.gc.ca

CANADEXPORT

ITCan's international trade and investment publication provides Canadian businesses with information on export opportunities, trade fairs and missions and business conferences, as well as articles on international markets and successful Canadian exporters. CanadExport is available on-line at:

www.international.gc.ca/canadexport

ITCAN'S BUSINESSWOMEN IN TRADE WEB SITE -

www.infoexport.gc.ca/businesswomen -

is designed for businesswomen who are looking to export or improve their export performance. This site is your entry to ITCan's programs and services, including practical advice from experienced businesswomen, information on trade events and market leads and opportunities. It also includes links to key contacts in government support agencies, financial institutions, and a variety of regional, national and international associations.



Team Canada Inc. • Equipe Canada inc

EXPORTSOURCE

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 have lots of experience. 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 explore the full range of valuable services available to Canadian businesses with the help of the popular Roadmap to Exporting and the new Export Assistant. www.exportsource.ca



BUSINESS DEVELOPMENT BANK OF CANADA (BDC)

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.

BDC has been actively supporting women entrepreneurs for over ten years. Since 1995, loans to this market segment have more than doubled, reaching \$1.6 billion at March 2005. In Canada, BDC counts a total of 5,600 women business leaders among its clientele.

In addition, 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



GET GOING WITH EXPORT DEVELOPMENT CANADA (EDC)

EDC works closely with women entrepreneurs, helping them take advantage of export opportunities and get paid for their deals. A Crown corporation, EDC provides trade finance and credit insurance services for Canadian exporters and investors in some 200 world markets.

Get paid for your work

Can you afford a loss? Whether you export regularly or once a year, EDC Accounts Receivable Insurance (ARI) covers up to 90% of the loss if your buyer doesn't pay. And when export receivables are protected by ARI, banks are more willing to accept them as collateral in extending you a line of credit.

Get money to grow

One of the biggest obstacles smaller exporters face is getting access to enough money to fulfill new export contracts or to post the necessary bonds. EDC can offer various risk-sharing guarantees to banks so they could lend you more money.

Get practical information

Whether you want to assess your export readiness, check the credit history of a potential buyer, or review free export-related tools, you'll find it at: www.edc.ca/womex

If you are working out the details of an export contract with a potential U.S. or foreign customer, call 1-866-857-6031.

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CONSTRUCT CANADA 2005: Canada's largest construction show

Toronto, November 30-December 2, 2005 > International trade and business opportunities for Canadian construction services, building products and technologies will be a major focus at Construct Canada 2005. This 17th annual show is held concurrently with the HomeBuilder & Renovator Expo, PM Expo, Concrete Canada, and DesignTrends.

With over 1,100 exhibits and 21,000 attendees expected, the five shows will feature the latest in new Canadian products and technologies used for the design, construction, operation, retrofit and renovation of all types of buildings. The exhibits will cover 49 different categories of products and services.

As part of Construct Canada, Team Canada Inc partners have once again organized an international business program. This represents a unique opportunity for Canadian companies to unlock new global markets, as well as for international visitors to meet export-ready Canadian firms.

The program at Construct Canada is a coordinated effort on the part of Canada Mortgage and Housing Corporation (CMHC) International, the Canadian Trade Commissioner Service of International Trade Canada, Ontario Exports Inc. and the Canadian Construction Association.

November 30: International business program (presentations, luncheon and networking session)

Government programs and services for Canadian firms doing business internationally

This session will provide an overview of Team Canada Inc trade programs, services and resources offered by the federal and provincial government as well as Crown corporations to assist Canadian firms in exporting their products and services. Discussions will include advice on how a Canadian company can effectively use Internet resources such as Export Source and Strategis to research foreign markets and to promote their company abroad. In addition, the Virtual Trade Commissioner, a personalized Web service for export-ready Canadian companies, will be discussed.

The construction boom in China:

Increased business opportunities for Canadian firms

Canadian architects, contractors, engineers, building product manufacturers and suppliers are busier than ever before in China. This session will examine the residential and commercial construction markets in China, the growing acceptance of North American design and building technologies and the opportunities for Canadian firms in this market.

Discover a world of housing opportunities with wood-frame construction

Canadians have learned to build houses that are energy efficient, durable, innovative, comfortable, healthy and adaptable to the challenges of almost any location. This session will examine step-by-step the wood-frame building system and its adaptability to markets around the world.

Networking luncheon

An opportunity to meet and network with international visitors and foreign companies in the construction and building products sector. Admission for the luncheon for international visitors is included in their registration fee. Canadian firms and executives can purchase individual tickets.

International networking session

During this afternoon session, Canadian architects, contractors, engineers, manufacturers and suppliers can meet with Canadian trade commissioners from key foreign markets to discuss export opportunities in their respective markets. International delegates will have the opportunity to connect with Canadian companies that have an interest in their market.

December 1 and 2: Visit exhibits

These two days will be devoted to touring the 1,100 exhibits at the show, as well as visiting the CMHC innovative technology showcase and the hands-on demonstrations on the exhibit floor. International visitors can focus on exhibitors that have an interest in exporting to specific global markets.

An international business centre will be open to facilitate ongoing contact between Canadian firms and trade commissioners or international visitors to discuss potential business and trade opportunities.

New for 2005: Matchmaking services

For an additional fee, international visitors can purchase matchmaking services that will provide them with up to four personal meetings with appropriate Canadian firms during the week of November 28, offering them greater access to Canada's housing systems, building technologies, products and expertise.

For more information, or to register for the international business program, contact: York Communications, tel.: (416) 512-1215, ext. 229, e-mail: evelyn@yorkcom.to, Web site: www.constructcanada.com.

Opportunities for Canadian wood products in France

The Canada Mortgage and Housing Corporation (CMHC) recently hired French marketing consultants *GMV Conseil* to conduct a survey of distributors in France in order to determine their interest in Canadian housing products. This initiative is part of the CMHC program "Identifying and Developing Business Opportunities in France for Canadian Manufacturers of Housing Components."

The comprehensive survey, conducted among 44 French distributors and wholesalers, produced results

that are both valuable and unexpected. Wood products for outdoor design are in high demand; these include greenhouses, garden sheds and garden furniture, as well as treated wood and deck components.

Canadian producers of outdoor furniture who are interested in finding out more about business opportunities in France should contact Liliana Gualtieri, CMHC, tel.: (514) 283-4014, fax: (514) 283-2983, e-mail: lgualtie@cmhc-schl.gc.ca.

Major food processing show coming up in Chennai

Chennai, India, November 12-15, 2005 > The sixth edition of the FoodPro international food processing and technology fair promises to be a great venue for joint ventures, new tie-ups and the exchange of ideas. Since its first edition in 1995, it has grown to become one of the largest food shows in Asia.

FoodPro covers everything from food processing and manufacturing to packaging, storage and retailing. The event has become a key platform for interface between the food technology sector and the food industry. The 2005 edition will focus on the current trends in food processing and innovation through modern technology in the following sectors:

- food processing technologies;
- refrigeration and cold storage systems;
- packaging technologies and materials;
- dairy technologies;
- processed and packaged foods;
- retail and vending systems; and
- hospitality products and equipment.

Foodpro 2005 will feature a four-day exhibition, a two-day industry conference, technical and educational workshops, a sourcing forum, international country pavilions, tasting sessions and culinary demonstrations. It will provide a good marketing opportunity for Canadian agri-food and food processing companies to expand into the Indian marketplace.

For more information, contact Kishore Kumar, Trade Commissioner, Canadian Consulate in Chennai, tel.: (011-91-44) 2833-0888, e-mail: kishore.kumar@gocindia.org.



Potential business lead: instant lottery in Greece

Athens, Greece > The Finance Ministry of Greece has confirmed plans to bring back Xysto, a widely popular instant lottery that was suspended in 2003 when a tender to renew its contract award stalled. Greek Secretary General of Finance Constantinos Mihalos announced that a new State organization will be established by the end of this year to manage the scratch lottery business. This new organization will be a small replica of the Greek Organization of Football Prognostics S.A. (OPAP) and it is estimated that its operation will not be awarded to an individual company.

The Greek government is currently working towards the upgrading of its state lottery infrastructure and the technology of the relevant department to handle this project.

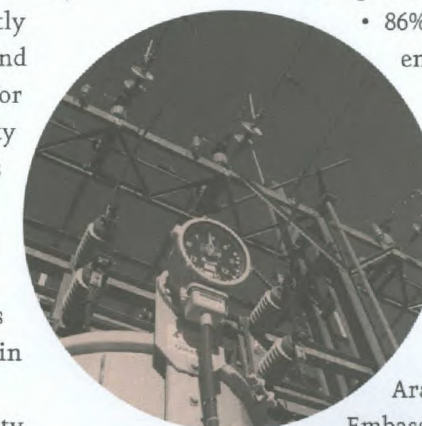
For more information, interested Canadian firms who have the appropriate technology, know-how or equipment should contact: Hellenic State Lottery, tel.: (011-30) 210-523-1495, fax: (011-30) 210-523-7743, e-mail: laxeia@otenet.gr, Web site: www.kratika-laxeia.gr.

The power behind the Middle East electricity industry

Dubai, U.A.E., February 5-8, 2006 > Middle East Electricity (MEE) 2006 will be held at the Dubai International Exhibition Centre, with support from the U.A.E. Ministry of Electricity and Water, the Federal Electricity and Water Authority and the Dubai Chamber of Commerce and Industry.

The Middle East region is currently experiencing phenomenal growth and offers immense business potential for companies involved in the electricity sector. The demand for electricity is expanding at a rate of 7 to 10% per year (the global average is 3%), and it is estimated that over \$69 billion will be spent over the next six years on the installation of new capacity in the Middle East and North Africa.

In 2005, the Middle East Electricity exhibition celebrated its 30th year in the region and featured over 710 exhibitors from 47 countries, including seven Canadian companies. The exhibition covered almost 18,000 square metres and attracted more than



20,000 local and international trade visitors. The event highlights include the following statistics:

- 92% of exhibitors stated that MEE 2005 had increased their business prospects in the region.
- 71% stated that MEE was better than any other comparable regional industry event.

• 86% of visitors stated that visiting the show enhanced their business effectiveness.

Why not participate in the Canadian pavilion at MEE 2006? The cost for exhibiting is US\$500 per square metre for a fully constructed booth with a table, chairs, power and lights, carpeting, a name board and an official entry in the exhibitors' catalogue.

For more information, contact: Imad Arafat, Trade Commissioner, Canadian Embassy in U.A.E., tel.: (011-971-2) 407-1300, e-mail: imad.arafat@international.gc.ca, or Venky Rao, Organizers' representative in Canada, tel.: (905) 896-7815, e-mail: middleeastelectricity@rogers.com. Web site: www.middleeastelectricity.com.

Secure your business at premier Middle East security exhibition

Dubai, U.A.E., January 29-31, 2006 > Intersec 2006, the Middle East's premier security exhibition, will showcase a wide range of hi-tech products and equipment for the security industry. The 2005 show attracted over 7250 visitors from the Middle East, Europe and Asia, and had 330 exhibitors from 30 countries, including seven Canadian companies. There will be a separate Canadian Pavilion at the 2006 show.

Intersec 2006 will be set up to include dedicated sections featuring areas of specialisation and their products: police, fire, commercial security and health & safety. Products at Intersec 2006 will include:

- communications equipment
- bomb detection and disposal equipment
- forensic equipment
- computer & data security
- access control systems
- biometrics
- radar equipment
- guns and weapons
- alarm systems

- drug detection products
- CCTV and surveillance systems
- data and systems security
- domestic and retail security systems
- personal security products



The U.A.E.—and Dubai especially—is experiencing tremendous and continuous growth in the construction, infrastructure and tourism sectors. The city is also a hub for the Gulf region, Indian sub-continent, Iran and Commonwealth of Independent States markets. The show presents a good opportunity for Canadian firms to showcase their products and services to all these markets under one roof.

For more information, contact: Fouad Soueid, Trade Commissioner, Canadian Consulate in Dubai, tel.: (011-971-4) 314-5555, e-mail: fouad.soueid@international.gc.ca or Venky Rao, Organizer's Representative, tel.: (905) 896-7815, e-mail: venkyrao@rogers.com. Web site: www.intersecexpo.com.

TRADE EVENTS

AGRICULTURE, FOOD AND BEVERAGES

Rio de Janeiro, Brazil

November 16-18, 2005

Attend **BioFach América Latina 2005**, a key event for organic products and services in Latin America. The first **Expo Sustentat** show for sustainable products will take place as a parallel event to BioFach, at the same time and location.

Contact: Canadian Consulate General in São Paulo, tel.: (011-55-11) 5509-4321, e-mail: infocentre.brazil@international.gc.ca. Web site: www.biofach-americalatina.com.br

Ho Chi Minh City, Vietnam

March 16-18, 2006

The **International Livestock and Dairy Expo** will be Vietnam's first international exhibition on livestock and dairy products and processing. The show will focus on pig, dairy, cattle, feed, goat, broiler and egg production.

Contact: Canadian Consulate General in Ho Chi Minh City, tel.: (011-84-8) 827-9899, e-mail: hochi-td@international.gc.ca.

ARTS AND CULTURAL INDUSTRIES

Santa Monica, California (U.S.)

November 2-9, 2005

As the largest trade-focused film event in the world, the **American Film Market** sees production and distribution deals valued at more than \$500 million signed every year.

Contact: Jennifer Price, Trade Commissioner, Canadian Consulate General in Los Angeles, e-mail: cal.info@international.gc.ca. Web site: www.americanfilmmarket.com

Los Angeles, California (U.S.)

November 15-16, 2005

Don't miss this year's **Hollywood Reporter/Billboard Film & TV Music Conference**, a key industry event featuring forums and workshops dedicated to the music of film and television production.

Contact: Jennifer Price, Trade Commissioner, Canadian Consulate General in Los Angeles, e-mail: cal.info@international.gc.ca. Web site: www.billboardevents.com

Miami Beach, Florida (U.S.)

December 1-4, 2005

A highlight of the North American visual arts circuit, **Art Basel Miami Beach** will showcase 20th and 21st century art works along with crossover events featuring music, film, architecture, and design.

Contact: Andrée Poitras-Emard, Canadian Consulate General in Miami, e-mail: infocentre.miami@international.gc.ca. Web site: www.artbaselmiamibeach.com

CONSUMER PRODUCTS

London, U.K.

January 15-17, 2006

The **DIY and Garden Show** is the main showcase for the do-it-yourself market in the U.K. Attendees range from independents to multiples and wholesalers, distributors to agents, representing all sides of the industry, from decorative to hardware and garden centres.

Contact: Carol Gould, Trade Commissioner Assistant, Canadian High Commission in the U.K., tel.: (011-44-20) 7258-6673, e-mail: carol.gould@international.gc.ca. Web site: www.diyandgardenshow.com

ICT

Cartagena, Colombia

October 26-28, 2005

Canada will be the profiled country at the **Andicom 2005** international telecommunications trade fair, the Andean region's largest and most respected telecommunications conference and commercial exhibition.

Contact: Canadian Embassy in Colombia, tel.: (011-57-1) 657-9800, fax: (011-57-1) 657-9915, e-mail: bgota-td@international.gc.ca. Web site: www.cintel.org.co

Washington, D.C. (U.S.)

November 16, 2005

Partners in Security 2005 is one of the most important gatherings of IT professionals in the world, and will offer an opportunity to meet and network with key U.S. representatives of systems integrators and prime contractors.

Contact: Lindsay Margenau, Trade Commissioner, Canadian Embassy in the U.S., tel.: (202) 448-6312, e-mail: lindsay.margenau@international.gc.ca. Web site: www.gocsi.com/annual

OCEAN TECHNOLOGIES

London, U.K.

March 21-23, 2006

Don't miss **Oceanology 2006**, the largest marine science and ocean technology exhibition in the world. In 2004, it attracted over 7,000 industry specialists. The **Spill 2006** exhibition and **Interspill 2006** conference run concurrently and will present advances in maritime and onshore spill technology.

Contact: Louise Rousseau, Trade Commissioner, Canadian High Commission in the U.K., tel.: (011-44-20) 7258-6667, e-mail: louise.rousseau@international.gc.ca. Web site: www.oio6.com

ENQUIRIES SERVICE

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