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Media Contact:
Susan Baka
VP, Communications
416.410.1654
susanb@owit-toronto.ca
www.owit-toronto.ca

Growth in emerging markets to be key driver of Canada's future trade: Conference Board of Canada

International women's group elects dynamic new board for 2015

TORONTO, ON – The Organization of Women in International Trade-Toronto (OWIT-Toronto) is pleased to announce that a dynamic and accomplished group of women were voted in this week as the 2015 Executive Committee of the Toronto chapter of the world's premier organization for women interested in doing business globally. They include:

- **Co-President: Anita Agrawal**, CEO, *Best Bargains*
- **Co-President: Alma Farias**, Ontario Representative, *Trade Facilitation Office (TFO) Canada*
- **VP-Communications: Susan Baka**, President, *Bay Communications & Marketing Inc.*
- **VP-Membership: Laura Murray**, Associate, International Trade and Investment Law Practice, *Bennett Jones LLP*
- **VP-Finance/Administrator: Maria Marchyshyn**, Policy Researcher, *University of Toronto*
- **VP-Strategic Alliances & Sponsors: Gail Morris**, Managing Director, *State of Georgia Canada Office*
- **VP-Events: Diana Moyano**, Project Coordinator, *Canadian Food Exporters Association*
- **VP-Legal: Carolyn Stroz**, Associate, Securities Group, *Cassels Brock & Blackwell LLP*
- **Administration Coordinator: Maria Bakurskaya**, International Credit Risk Administration Officer, *Scotiabank*

Along with the election of new officers, OWIT's annual holiday event, hosted by Cassels Brock & Blackwell LLP, featured **Danielle Goldfarb**, Associate Director, The Conference Board of Canada's Global Commerce Centre, who shared top 2015 global trade trends, based on Conference Board research. Among those she highlighted:

- There will be increasing potential for Canada's expertise in services that currently gets less attention than our resource exports. "Think beyond the traditional concepts of trade," she urged, noting that the exporting of services will have a different impact on public policy and relies more on face-to-face communications and building relationships.
- Although the U.S. will continue to be Canada's most important export market well into the future, it is getting more competitive there and represents lower long-term growth potential. Huge opportunities exist in emerging markets, such as Southeast Asia, Latin America, Africa and the Middle East, which present higher growth potential than our traditional trade partners. She pointed to energy, food, water and infrastructure needs in these markets. "These are all areas of opportunity for Canadian companies that can help solve the challenges in developing countries by adapting what we have in Canada."
- Canada's many new free trade agreements (FTAs), including the recently signed EU deal, will open more doors to facilitate trade but, in order to be successful, companies must innovate and adapt their products and services to different markets. "Our research shows there is a clear causal relationship between introducing new products/services frequently and achieving success," Goldfarb emphasized.

The bottom line? Despite reports of global gloom and doom, there will be many opportunities for Canadian companies in 2015. "Success comes down to resilience, doing your homework, working your network and innovation," she said.

About OWIT

The *Organization of Women in International Trade (OWIT)* is an international non-profit professional organization, with chapters around the world (www.owit.org), dedicated to advancing global trade opportunities for women. There are two active Canadian chapters: Toronto (www.owit-toronto.ca) and Ottawa (www.owit-ottawa.ca).