



OWIT-TORONTO FALL ISSUE 2020

A horizontal banner with a light blue background and a faint image of the Toronto skyline and water. The OWIT Toronto logo is centered at the top. Below it, the text "OWIT-TORONTO ANNUAL EXPORT AWARDS CEREMONY" is written in orange, followed by "IS GOING LIVE ON" in blue, and "NOVEMBER 25, 2020 at 5:00 PM (EST)" in orange. At the bottom, "REGISTRATIONS ARE NOW OPEN!" is written in blue.

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We started to share the success stories and promote the businesses of the members. Send a brief note about your journey to info@owit-toronto.ca, and get a chance to appear in our newsletters.

Share your story and introduce your business to us!

info@owit-toronto.ca

“ Women inspire women!

OWIT Toronto has a column in the newsletter as Member Spotlight! Become a member, write about your business and success story to us, become one of the members on spotlight!

owit
TORONTO

Call for Nominations

OWIT-Toronto 2020 Export Awards will be virtual this year!

Join us on this exceptional export awards ceremony night. Get your drinks, celebrate the success of outstanding women, and grow your network!

Registrations are open now!

Click on the button below or visit our website at www.owit-toronto.ca

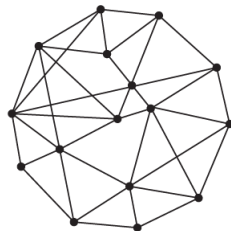


REGISTER

You are invited to OWIT-Toronto 2020 Export Awards!

Thanks to Our Sponsors

Platinum Sponsor



Women Entrepreneurship Knowledge Hub

Portail de connaissances pour les femmes en entrepreneuriat

Gold Sponsors





Silver Sponsor



Bronze Sponsor



Trade Policy Committee Update

Members of our Trade Policy Committee have been busy after OWIT-Toronto received a number of invitations from the federal government to provide input as stakeholders on gender and trade policy, on investment facilitation and on feminist foreign policy. Get the update [here](#).

OWIT Toronto and B2Bee Partnership



OWIT-Toronto is partnering with B2BeeMatch to help small- and medium-sized women-led enterprises to connect and network with leading local, domestic and global businesses. The partnership was formally announced at OWIT-Toronto's complimentary virtual event, "COVID-19: A Call for Digital Transformation" in September, which brought together industry thought leaders and technology subject matter experts to share knowledge and insights on innovative solutions to embrace the accelerating shift toward digital business.

Embrace the accelerating shift toward digital business.

[See the full article](#) and discover OWIT-Toronto member benefits.

Pacific Trade e-Conference + EXPO



OWIT-Toronto was one of the supporters of the Pacific Trade e-Conference + EXPO event this year. It was organized on September 2 & 3, 2020 with 284 attendees representing 18 countries, 11 event supporters, 30 speakers, 7 presentations on stage, 8 breakout sessions, 38 booths in the expo area from Canada, Colombia, Costa Rica, Mexico, Panama and Peru, had the opportunity to learn from panel and keynote presentations, connect with other businesses, organizations and entrepreneurs, and discover new trends, services and products.

[Recordings are here.](#)

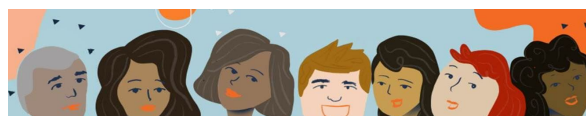
OWIT International Renewed Website



OWIT International announced the launch of their new website and membership directory. You will find increased functionality and easy access to your OWIT International membership benefits. Once logged on with your member credentials, you can access your Members Only benefits, including the Membership Directory, discounts on webinars and other events, and the Job Bank. You can register for upcoming events from the home page.

[Here you can view OWIT International](#), chapter, and partner events in Events Calendar. Connect with members in chapters across the globe via membership directory.

OWIT Mexico: WomanExportingMx





E-Business Matchmaking event for Mexican women owned businesses looking to grow export business to Canada and USA. This is a joint effort of the Mexican Government; the Ministry of Economy, the Ministry of Culture, the National Institute of Women, the Ministry of Finance and Public Credit, in collaboration with the Inter-American Development Bank (IDB), ConnectAmericas and our sister chapter OWIT-Mexico City.

Selected sectors are Agrobusiness, Fashion, Textiles, Jewelry and Manufacturing. The event to be held from October 26th to the 30th!

Canadian buyers or investors interested to e- meet Mexican companies please register online or contact Ingrid Orozco at ceo@uleadinternational.com

Women in Innovation Virtual Mission to Mexico

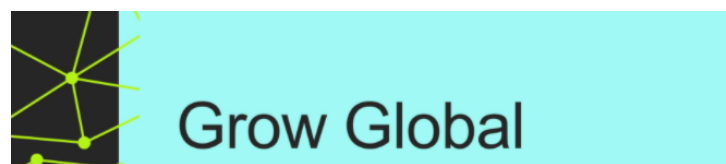


An invitation to Canadian women-led-businesses in ICT, Life Science, Cyber Security and EdTech

OWIT-Toronto is proud to support this virtual trade mission for Canadian women owned businesses looking to grow export business to Mexico. Selected sectors are ICT Life Science, Cyber Security, and EdTech, B2B E-Meetings and webinars information sessions to prepare the Canadian exporters for meeting Mexican buyers and potential business partners will take place from November 3rd until the 13th 2020. OWIT member BMT Global Consulting is responsible for the organization of e-meetings and webinars.

The event is supported by the Government of Canada through the Canadian Embassy in Mexico City Canadian exporters interested please register online or contact Dominika Bryndal at dbryndal@globalbmt.com

New Report on Women and Trade Released





The findings from the [Grow Global: Women Entrepreneurs and Export](#) report show that while the exporting gap between men and women entrepreneurs is narrowing, there is still a lot of potential. In an effort to further narrow the gap, [BDC](#) and [EDC](#) in collaboration with the [Women Entrepreneurship Knowledge Hub](#) supported this new research to better understand the barriers that women-led businesses are experiencing and identify strategies which could advance export activity by women entrepreneurs. Some women entrepreneurs are benefiting tremendously from access to global markets, access to information, networks and capital, but other women-led SMEs are less aware of the opportunities and help to do so. The report shows that women entrepreneurs need access to timely and relevant information, more inclusive networks, and capital. OWIT-Toronto member KC Goundiam of [Red Dot Digital](#) participated in a panel discussion in October in connection with the launch of the report. She emphasized services can be exported. A digital strategy allowed her to take her business international. Her tips: tap into grant programs like CanExport; participate in trade missions; embrace technology; and build relationships.

Diversifying Canada's Trade and Investment Opportunities

Government of Canada shares the trade target and emphasize the significance of trade diversification stating that 'Canada has a broad and growing global trade network. With our Export Diversification Strategy, we intend to broaden our reach by achieving 50% more overseas exports by 2025.'

[See the full web source here.](#)

Canadian Approach on Gender in Free Trade Agreements

Gender equality and the avoidance of discrimination based on gender has been one of the priorities pursued by Canada during trade negotiations in the past, notably through language regarding the elimination of employment discrimination in labour cooperation agreements and labour chapters in free trade agreements (FTAs). More recently, Canada has sought to mainstream gender considerations throughout its FTAs.

[See the full article and related links here.](#)

Free Program Helps with Digital Transformation





Digital transformation has become a necessity for businesses in this COVID period. The Toronto Region Board of Trade and World Trade Centre Toronto created the **Recovery Activation Program (RAP)** to help businesses improve their digital capacity and take the next step toward their digital restructuring. The program offers participants access to engage with industry leaders and build their personalized plan to digitally grow their business – at no cost to them. It starts with a Digital Needs Assessment to gauge their digital competencies against industry benchmarks. Visit rap.bot.com to complete your Digital Needs Assessment. It's open to all businesses in Ontario.

Join OWIT-Toronto Today!

Follow us on social media



Check Out What Our Partners & Sponsors are Doing!

BCBC - Belgian Canadian Business Chamber: <http://www.belgiumconnect.com/>

Bennett Jones: <https://www.bennettjones.com/>

EDC - Export Development Canada: <https://www.edc.ca/>

EP - The Entrepreneurs Point: <https://www.entrepreneurspoint.com/>

FITT - Forum for International Trade Training: <https://fittfortrade.com/>

Jewels4Ever: <https://www.jewels4ever.ca/>

TBDC - Toronto Business Development Centre: <https://tbdc.com/>

The Ontario Government: <https://www.ontario.ca/page/government>

WEKH - Women Entrepreneurship Knowledge Hub: <https://wekh.ca/>

Subscribe for more news and events!

OWIT - Toronto Chapter

Website: <http://www.owit-toronto.ca> || **Email:** info@owit-toronto.ca

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