



# Organization of Women in International Trade - Toronto Fall / Winter Newsletter 2021



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## **From the President's Desk**



Happy Holidays to Everyone!

Another year has sped by and we're getting used to the new normal.

I wish we could say that we've hosted some in-person events, but that will need to wait until early 2022. We did miss seeing everyone in person again this year. Our virtual hosting skills are being perfected, having delivered 14 webinars with topics as varied as crafting your personal brand and navigating supply chain challenges. Thank you to all of our partners and sponsors who have supported these events.

Other accomplishments of 2021 included: a number of submissions from our Trade Policy Committee to the federal government with our input on how to make upcoming free trade agreements more inclusive for women; increasing our membership; partnering with new organizations like [Futurpreneur](#) and the [Canada Arab Business Council](#) and with other chapters like Ottawa and Tampa; participating in webinars of other organizations like GroYourBiz in Vancouver and the Global Trade Professionals Alliance in Australia; and assisting in the launch of new chapters in Brussels and South Africa.

We are looking forward to 2022, which starts off with our Annual General Meeting on January 26, 2022, to be held in-person (to be confirmed). At this AGM, we will be reviewing our revised by-laws and having elections for positions on our Board of Directors. The term is two-years. We are currently aware of two vacancies. If there are any members interested in a leadership role within our organization, please contact us. If you're not currently a member, you will need to enrol within 10 days of the election. A strategy session, focusing on upcoming priorities and objectives, will follow soon after.

We have two key events in March 2022, with our hybrid Export Awards and a [virtual trade mission to Mexico for food exporters](#). Do let us know if you have any nominations for outstanding woman exporter woman leader in international

opportunities for showcasing women expertise, women leaders in international trade, and student of international trade. We are hoping to do more in-person networking and educational seminars. We are ready to go. Keep an eye on our events calendar for any upcoming events.

I'm looking forward to seeing you all in person in early 2022!

Helen Hemmingsen

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### Ready to Sell Your Food Products Beyond our Borders?



If you are in the agri-food industry and interested in exploring the Mexican market, you'll want to consider joining a **Virtual Canadian Women's Trade Mission to Mexico – Agri-Food sector** scheduled for March 22- 24, 2022 and hosted by OWIT-Toronto. The mission is organized in collaboration with Global Affairs Canada (GAC) and other supporters and sponsors - will provide women-owned and women-led businesses a great opportunity to enter and grow into the dynamic Mexican market and to showcase Canadian agri-food products and the contribution of women in this industry. [Get details and registration info.](#)

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### Expand your Business into the Middle East & North Africa region



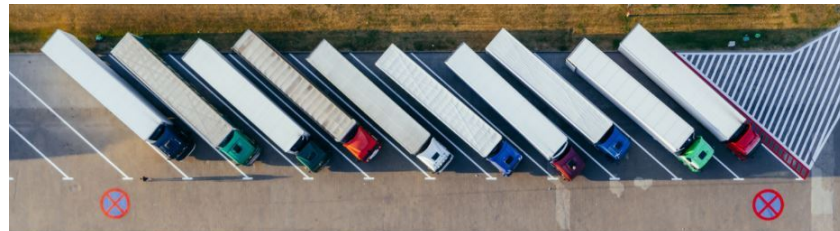


Join us as we celebrate the partnership between the [Canada Arab Business Council \(CABC\)](#) and the [Organization for Women in International Trade - Toronto](#)

(OWIT-Toronto) with an MOU announcement. This significant partnership will offer women-led businesses and entrepreneurs access to market insights and opportunities across the Middle East and North Africa (MENA) region. This will be followed by a panel discussion from senior women leaders in the public and private sectors, who will provide a current update on doing business in the MENA region, delve into opportunities at the Dubai Expo 2020 and upcoming events and milestones for companies looking to enter, expand or re-activate their trade and investment efforts in the region.

[Register here.](#)

### Supply Chain Challenges Highlighted



The Global Supply Chain Grinch  
that could Steal Christmas

that could steal Christmas

Join us on Thursday, November 25, 2021 at 3 pm

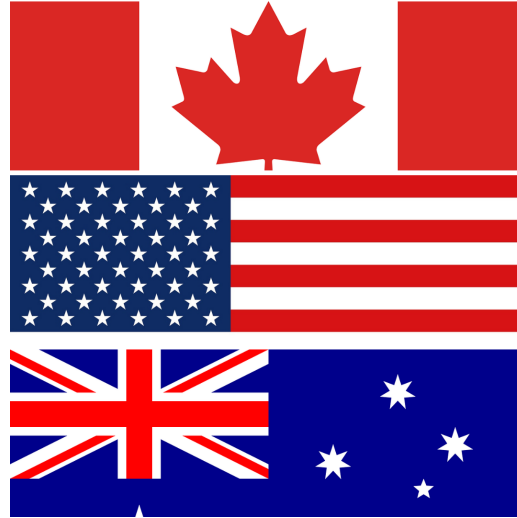
OWIT-Toronto's November webinar on The Global Supply Chain Grinch that Could Steal Christmas attracted record participation. It featured logistics expert [Christian Sivière](#) of Solimpex who gave an insightful presentation analyzing the causes, the impact on businesses and consumers, as well as exploring some remedies as the world slowly emerges from the pandemic. Check out some [key take-aways](#) on the causes of the supply chain disruptions and actions that can be taken to mitigate them.

### Spotlight on Women in International Trade at the G20 YEA Canada Session



The Women-in-trade G20 YEA Canada Panel and Networking Event, presented by [Futurpreneur](#) in partnership with [EDC](#) and [OWIT-Toronto](#) on 2nd November, brought together women delegates of the 2021 Canadian G20 YEA delegation and G20 YEA alumni as well as members of OWIT-Toronto, from a variety of regions and sectors. Held in the context of the G20 YEA 2021 Hybrid Summit which took place in Milan in October 2021, the session offered insights on international trade opportunities and the advancement of women in international business. It also provided an opportunity for young women entrepreneurs to connect and uplift each other, share common challenges and learn more about the solutions and services available to support their trade and export goals. [Read more.](#)

## Virtual Fireside Chat Links North America and Australia



OWIT was featured in the [Festival of Inclusive Trade](#), an annual Australian online celebration and an examination of all things inclusion and trade, organized by the [Global Trade Professionals Alliance](#). Sharing the virtual stage with the moderator and Director of GTPA, [Collins Rex](#), was [Susan Baka](#), VP International, of [OWIT-Toronto](#), and [Jennifer Diaz](#) of [OWIT-South Florida](#) and Past President of [OWIT International](#). They discussed OWIT initiatives to make trade more inclusive for women and about its expansion globally. View the [full fireside chat here](#).

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## Blue Table Talk Focuses on Chapter Collaborations

OWIT International's Blue Table Talk Series - introduced earlier this year as a way for chapters to meet virtually and share best practices - featured a session on chapter collaborations in November. A panel of representatives from our Toronto chapter, OWIT-Nairobi, OWIT-Geneva, and OWIT-UK presented tips and strategies on how to leverage OWIT's network to offer dynamic programs. The Blue Table Talk Series, organized by OWIT International's VP-Chapter Support Karen Bland, will resume in January 2022.

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Don't Miss Out on Any Member Benefits!

**DON'T MISS OUT ON ANY MEMBER BENEFITS!**[Login](#)[Register as an OWIT Member](#)[Lost your password?](#)

Did you know that as a member of one of OWIT's chapters, you are **AUTOMATICALLY** part of the OWIT International global network? Your complimentary OWIT International membership adds value to your local chapter membership by offering you added benefits and resources, including:

- Reciprocal benefits and member rate for events organized by any OWIT chapter worldwide
- Member-discounted rate for OWIT International webinars and FREE participation in Members' Only webinars on professional development and special topics;
- Access to an expanded network of business and professional contacts;
- Free listing in OWIT International's searchable online membership directory and password to Members-Only section of OWIT International's website;
- Opportunities for professional growth through participation on OWIT International committees.

As a local chapter member, all you need to do is register your chapter membership on OWIT International's website and create your free member profile today!

[Register here.](#)

If you're not a member of a local chapter, please visit <https://owit.org/owit-chapters/> to learn more about our chapters. If you have questions, please contact [vp-membership@owit.org](mailto:vp-membership@owit.org).

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### A Growing OWIT Global Network







OWIT-Brussels, OWIT-New Jersey and OWIT-Arkansas are recent additions to the OWIT International family. Welcome to these new chapters that are contributing to the growth of the OWIT network worldwide. A chapter in South Africa is also in the works.

### **Joint Chapter Webinar on Border Issues Coming Soon**

OWIT-Toronto has been participating in virtual meetings with OWIT chapters in Los Angeles, Ottawa, and Mexico, along with the LA Small Business Development Centre Global, to plan a joint event related to border and supply chain issues. This collaboration grew out of the SME Counsellors Network – a trilateral initiative under CUSMA/USMCA/T-MEC to encourage cross-border mentoring and partnerships between Canada, the U.S. and Mexico. Watch for details of the event in the new year.

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*To be in "Member Stories" of the next issue, please contact us at [info@owit-toronto.ca](mailto:info@owit-toronto.ca)*

*Do not forget to [renew your membership](#), and check our [member benefits!](#)*

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### **GroYourBiz Post-Conference Videos Available**



If you missed the GroYourBiz 2021 EXCELerate Virtual Summit earlier this year, you can purchase the conference videos and catch *Up Your Speaking Game to Attract New Global Opportunities*, a session in which OWIT-Toronto participated along with other chapter speakers from the U.S. and Europe. For a detailed list of sessions, go to: <https://groyourbiz.com/video/>

Some free videos are available at <https://groyourbiz.com/free-videos-from-excelerate/>

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### Seeking New Board Members for OWIT-Toronto



We are looking for new board members to join our team.

For the details, [visit here](#).

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### B2BeeMatch Ecosystem Expands to Cover Aerospace SMEs



OWIT-Toronto partner, [B2BeeMatch](#) has expanded its business matchmaking ecosystem to include small and medium enterprises (SMEs) in the aerospace industry. Through the Aero+B2BeeMatch platform, SMEs will be able to leverage artificial intelligence to match businesses with each other and promote networking across other industrial clusters, thus diversifying revenue streams and facilitating the cross-border offset requirements common to the aerospace and defence industry. As part of our partnership with B2BeeMatch, OWIT-Toronto members have access to the platform and are able to facilitate connections and networks on the ever-growing platform. [Read more](#) on the opportunities that the Aero+B2BeeMatch platform presents.

### Making Waves in the Jewellery Sector



OWIT-Toronto member and immediate past President, Anita Agrawal has won three international jewellery design awards in collaboration with her colleague, fellow Canadian Anita Bhandari for this year's INSTORE Design Awards. A significant recognition from jewellery industry retailers, the awards were for the creation of 2 jewellery pieces: the spring goddess earrings and blue flame pendant. [Jewels4Ever](#) further supports the sector to advance, as Anita also hosts a YouTube video series called [CJ Designer's Talk](#) in collaboration with [Canadian Jeweller Magazine](#), showcasing talented jewellers from around the world. The show has amassed over 15,000 views in just 3 months. A part-time professor at the School of Business at Centennial College, her jewellery awards were acknowledged in a [tribute by her college](#).

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/>

**B2BeeMatch:** <https://www.b2beematch.com/en/>

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

**Canada Arab Business Council:** <https://c-abc.ca/>

**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**

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