



Organization of Women in International Trade-Toronto

NEWSLETTER JANUARY 2019



Organization of Women in International Trade BUSINESSWOMEN'S TRADE MISSION

Seize the opportunity to leverage the new US Mexico Canada Agreement
Join this Businesswomen's Trade Mission to Monterrey, Mexico
February 4th – 8th, 2019



Automotive • Aerospace • Manufacturing Technology / Tools • Information and Communications Technology

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Meet Your OWIT International Partners: Forum for International Trade Training (FITT)

with **Speaker Scott C. Ferris, CITP**, Director of Business Development at FITT and
Moderator Courtney Morgan, Vice President for Partnerships at OWIT International

Tuesday, January 29 at noon EST

FREE for OWIT International and FITT Members

OWIT International has a number of partner organizations around the world. In this webinar, we highlight the Forum for International Trade and Training (FITT) and the nature of the OWIT-FITT Partnership.

FITT is an organization that provides international business training, resources, and professional certification to individuals and businesses.

In this webinar, Scott will provide an introduction to FITT and what they do. He will also provide an overview of the training options available to FITT and OWIT Members, the benefits of training with FITT and a FITT certification, and the ins and outs of how the training works. If you are interested in learning more about international business training and export-import resources available to OWIT members, please join us to meet FITT.

Learn more about the speakers at [OWIT-International!](http://owit-international.com)

REGISTER NOW!

For more information, please contact OWIT International: secretary@owit.org.



BELGIAN | CANADIAN
BUSINESS CHAMBER

The BCBC is delighted to invite you to its third wine & food tasting event to welcome the New Year.

For just one special price, those who want to join BCBC can get a membership and attend this event.

Special guest:

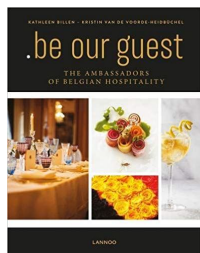
Kathleen Billen

Kathleen Billen is a former tax lawyer. She currently lives in Ottawa together with her husband Johan Verkammen, who is Belgium's Ambassador to Canada. She has written a travel guide about Senegal

and recently a gastronomic table book called “.be our guest – the ambassadors of Belgian hospitality”. Besides highlighting Belgium’s exquisite gastronomic products such as its many beers, the Belgian fries, chocolate, cheese and even spirits and wines, it features more than 55 Belgian top dishes by Michelin starred chefs.

Books will be available for sale the day of the event at a special price of \$50.

Email BCBC at info@belgiumconnect.com to reserve your copy of the book so Kathleen can write you a personalized message during the evening.



Thursday January 24, 2019, from 6:00 PM to 9:00 PM

Cost: \$80 ticket INCLUDES A FULL YEAR 2019 MEMBERSHIP* for the BCBC (Belgian Canadian Business Chamber). *individual membership only.

\$50 ticket includes wine & food event only.

At Dentons Canada LLP

77 King Street West, 5th Floor, Toronto-Dominion Centre Toronto, ON

Visit [BCBC's Website](#) to register.



Businesswomen's Trade Mission to Mexico set to go in February



A group of businesswomen in manufacturing, IT, service education and government will be joining OWIT-Toronto’s second trade mission for women to Monterrey, Mexico in early February. Spearheaded by our Co-President Alma Farias, the mission will include a full program of meetings with representatives of clusters, industry executives and government officials who are instrumental in the business community, in addition to customized B2B meetings with prospective customers and business partners, a visit to the Expo

Manufactura trade show, and a number of quality networking events. Rhonda Barnet, Immediate Past-Chair of Canadian Manufacturers & Exporters (CME), and the first female Chair in the CME’s history, will be a guest speaker at one of the events.


This initiative is designed to encourage female business owners, professionals, executives and service providers to export and expand globally and to showcase the contribution of women in international trade and in some male-dominated sectors such as manufacturing .

The trade mission is the culmination of a collaboration agreement signed between OWIT-Toronto and OWIT- Monterrey in March 2017 in the presence of then Minister of International Trade of Canada Francois-Philippe Champagne and the Consul General of Canada in Monterrey, Bez Babakhani, at the time. “OWIT is pleased to be leading the mission because both chapters signed this agreement with a determination to follow with actions and results,” says Alma. “After the successful conclusion of the

NAFTA negotiation process and a Canada-United States-Mexico Agreement (CUSMA) was reached last year, this is a timely mission for Canadian women to pursue new opportunities with Mexico.”

Supporters of the trade mission include EDC, Global Affairs Canada, Bennett Jones and the Ontario government.

A free downloadable New Year's Gift from one of our Sponsors

 **Free Gift**
2019 Marketing Calendar What's in this social media calendar? Key event dates Key holiday dates Dates on when to start planning your posts and promotions Photo worthy holidays like "national Ice-cream day, national pop-corn day" and many more. Additional space to write down your thoughts and ideas. Don't wait!
www.jewels4ever.ca

From Anita Agrawal,

Jewels 4 Ever CEO, and Professor, School of Business at Centennial College

Few of us take the time to really plan out our social media strategy. It's a new year and we're here to help! Here are some very quick and easy social media marketing tips:

- 1) Frequency: Determine how often to post. It doesn't have to be every day. You can post 1-2 times a week, but you must commit to that frequency.
- 2) Calendar: Create key dates that you want to post about in advance. Some things make for really cute photos on social media, for example did you know "National Truffle Day" is February 26th? The possibilities to couple this image with your product/service can be visually striking and can generate user interaction. We've created an incredible social media calendar for you right here with some traditional and modern dates!

Check out our gift to you: [DOWNLOAD HERE!](#)

- 3) User Engagement: You might have the most beautiful visuals and the most interesting content, but if you aren't engaging users by commenting or liking their posts, you will not gain much traction.

Take-aways from Toronto Global Forum

by Susan Baka, VP-International, OWIT



The [Toronto Global Forum](#) is a non-profit organization fostering dialogue on national and global issues. It is held under the auspices of the International Economic Forum of the Americas (IEFA). IEFA organizes annual summits bringing together heads of states, central bank governors, ministers and global economic decision makers. Speakers at the 2018 Toronto Global Forum, with the theme “Navigating a World in Disruption”, shared these points and made some predictions for the coming year:

- Trade has never been as important or as challenged as before.
- Globalization and technology are accelerating the speed of trade, and borders are becoming more invisible for businesses.
- Canada needs more companies to export and take advantage of free trade agreements. Canada has trade deals with all G7 countries and two-thirds of the rest of the world, and the free [Trade Commissioner Service](#) has been enhanced to help Canadian businesses export.
- Opportunities for cracking new markets have never been better because of The Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) which is opening doors and reducing barriers for Canadian exporters to 10 countries, including Japan & Australia.
- A growing cannabis industry represents an interesting intersection of international trade and regulatory regimes.
- The world’s economic centre of gravity is shifting to Asia, reinforcing the need for Canadian companies to diversify their markets and reduce reliance on the US.
- Protectionism will not last forever because supply chains are too integrated globally.
- Canada has a strong economy and is a beacon of hope in a world of challenges. There is significant goodwill associated with Canada that can be leveraged now on the global stage.

Women Entrepreneurship Knowledge Hub consortium announced

Women Entrepreneurship Knowledge Hub



OWIT-Toronto is part of a consortium led by Ryerson University that has been chosen to develop a Women Entrepreneurship Knowledge Hub (WEKH). The federal government is investing nearly \$9 million over three years for Ryerson to create and deliver the WEKH in order to increase women entrepreneurship and advance their participation in Canada's economy. The WEKH will serve as a one-stop source of knowledge, data and best practices for women entrepreneurs. It is part of the government's Women Entrepreneurship Strategy to help women grow their businesses with access to financing, talent, networks and expertise. The WEKH will be used to perform research and gather data with the goal of advancing women entrepreneurship, as well as develop a report on the progress of women entrepreneurs in Canada. The Honourable Minister Ng, Minister of Small Business and Export Promotion, announced the chosen consortium in December, which includes eight regional hubs, 10 partners and 37 supporters. To learn more, please visit the [Women Entrepreneurship Knowledge Hub webpage](#).

New opportunities for food and agri-food sector with CPTPP



The Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) entered into force for Canada on December 30, 2018. Canada is one of the first six countries to bring the agreement into force. So far, 7 CPTPP signatories have ratified the Agreement: Mexico, Japan, Singapore, New Zealand, Canada, Australia and Vietnam. For the remaining signatories (Brunei Darussalam, Chile, Malaysia and Peru), the CPTPP will enter into force for each country 60 days after they have ratified the Agreement.

As the CPTPP is implemented, tariffs will be eliminated or reduced on a wide range of Canadian exports, such as agricultural products, including meat, grains, pulses, maple syrup, wines and spirits, seafood and agri-food products. Under CPTPP, the greatest gains for the agriculture and agri-food sector will be in Japan, Vietnam and Malaysia, where Canada currently faces high tariffs and does not have preferential market access through existing free trade agreements.

To learn more about the opportunities in each market and the services available to help you take advantage of the agreement, visit the [Agriculture and Agri-Food Canada website on CPTPP for Agri-Food Exporters](#).

Why Join OWIT?

In this video series, OWIT members from around the world share what a great boon OWIT has been to their businesses and careers.

You can experience the same!

[Check it out here!](#)

Check out What our OWIT-TO partners are doing!

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

Magnet Export Business Portal: <https://export.magnet.today/>

BCCTC - British Chamber of Commerce: <http://bcctc.ca/>

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

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

JOIN OWIT-TORONTO TODAY!



Membership Benefits:

- Networking
- Business Development
- Education and Training
- Representation
- Early-Bird Offers
- Strategic Alliances
- FIND OUT MORE...**



OWIT - Toronto Chapter

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

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