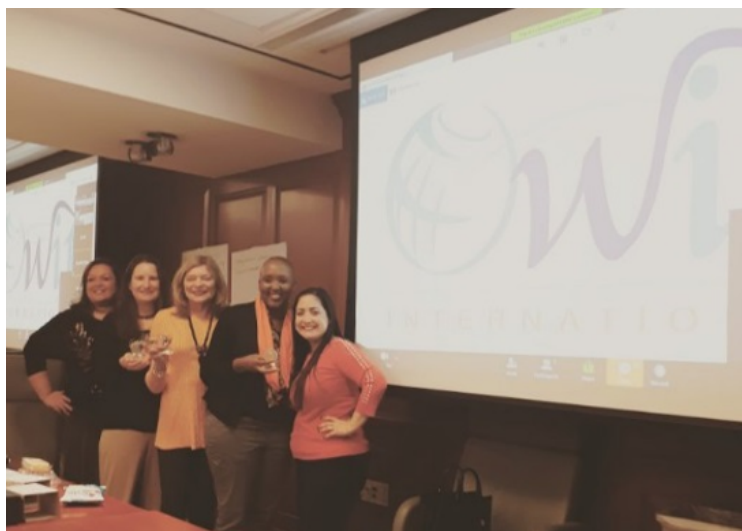




Organization of Women in International Trade-Toronto NEWSLETTER APRIL 2018



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The Organization of Women In International Trade Applauds Recipients of Its Annual Awards For 2019

WASHINGTON, D.C. – The Organization of Women in International Trade (OWIT) is pleased to announce the recipients of its annual awards. Presented at OWIT International's annual meeting in Washington, DC, in March, the awards recognize outstanding contributions to the organization and showcase how the winners leverage their passion and dedication to advance women in international trade and business.

“The 2019 award recipients are all outstanding contributors to OWIT and the broader global trade and business community,” says OWIT International President Jennifer Diaz. “We celebrate the accomplishments of our annual award winners. They are stellar examples of what makes OWIT such an extraordinary global organization.”

2019 Woman of the Year

Susan Baka, President, Bay Communications & Marketing Inc., and VP International, OWIT-Toronto, Toronto, Ontario, Canada

2019 OWIT Chapter Member of the Year

Deborah “Debbie” Fallucca, CPA, Treasurer, TBOWIT (Tampa Bay, Florida, US)

2019 OWIT Chapter of the Year
OWIT-Nairobi, Kenya

[Click here for more details!](#)

Trade Opportunities for Canadian SMEs in Vietnam under the CPTPP

The Canada Vietnam Trade Council hosted a "CPTPP: Vietnam" event on March 11, 2019 at the Ontario Investment and Trade Centre, where OWIT board member Julie Nguyen had the opportunity to have a fireside chat with The Honourable Mary Ng, Minister of Small Business and Export Promotion, on various topics from access to capital for Canadian SMEs to government support for underrepresented small business owners such as women, Indigenous people, and youth. Speakers included representatives from Global Affairs Canada; Ontario Ministry of Economic Development, Job Creation and Trade; Export Development Canada (EDC); Business Development Bank of Canada (BDC); and Commercial Counsellor, Trade Office, Embassy of Vietnam in Canada.





[Click here for more details](#)

OWIT Members Only: Women & International Trade: A reception to welcome a delegation from the Islamabad Women's Chamber of Commerce & Industry

RECEPTION:
WOMEN & INTERNATIONAL TRADE

*A reception to welcome the delegation from the
Islamabad Women's Chamber of Commerce & Industry*

APRIL 24, 2019 | 5 - 9 PM | 2111 Dundas St. West, Toronto, ON M6R 1X1

CO-HOSTED BY:



TORONTO



CANADIAN
WOMEN'S
CHAMBER OF COMMERCE

VENUE SPONSOR:



**WOMEN
ON THE
MOVE**
PASSION PURPOSE PROSPERITY

The Canadian Women's Chamber of Commerce (CanWCC) is honoured to host a delegation of twelve women business owners from Pakistan. The delegation is organized by the Islamabad Women's Chamber of Commerce & Industry (IWCCI).

On April 24, 2019, CanWCC and the Toronto Chapter of the Organization of Women in International Trade (OWIT) will co-host a reception to welcome and celebrate the IWCCI delegation. The venue sponsor is Women on the Move and the event will take place at their location (2111 Dundas Street West, Toronto, Ontario).

Women & International Trade Reception is free to attend for members of CanWCC, OWIT, Women on the Move, and CanWCC Partners.

Note: This event is for OWIT members only. Please contact us at info@owit-toronto.ca for registration.

Brussels Workshop Focused on CETA and Women

A group of Canadians, including OWIT-Toronto's VP International Susan Baka, Josie Mousseau of Business Women in International Trade, Ruth Bastedo of Magnet Export Portal, Ruth Vachon of the Quebec Business Women's Network, Celine Bak of Analytica Advisors, André-François Giroux of Global Affairs Canada and Jane Murphy of the Canada-Belgium-Luxembourg Chamber of Commerce participated as panelists at a [CETA \(Comprehensive Economic and Trade Agreement\) Trade and Gender Workshop](#) in Brussels on April 1. Dan Costello, Ambassador of Canada to the EU, kicked off the event.

Organized by the Mission of Canada to the European Union and by the European Commission, the workshop was attended by over 100 policy makers, associations and businesses to share ideas on how to increase women's access to [CETA](#) and overcome challenges. Best practices were exchanged and many connections were forged to link women in Canada and the EU. Participants expressed a desire for ongoing forums to help women leverage CETA for growth.



Doing Business in the US - What you Need to Know - Virtual Discussion

Thursday, April 25, at 10:00 AM Eastern

The OWIT Virtual Chapter presents its latest OWIT member highlight and discussion event. This month, our discussion will focus on what individuals and entities need to know when doing business in the United States. After our featured members speak, we'll ask participants to introduce themselves and discuss their personal background and experiences in doing business in the United States. We hope that this event allows participants to network and make connections among OWIT virtual and chapter members! **This event is free to current OWIT members (both virtual and chapter members).** The event will last one hour.

Our **featured speakers** will be **Audrey Glover-Dichter** and **Deirdre D. Nero**. Audrey Glover-Dichter will present on the topic of U.S. advertising, marketing, and promotions law. Deirdre D. Nero will present on the topic of U.S. immigration law.

[Register Now!](#)

Harnessing Data to Advance Women and the Canadian Economy - A Panel Discussion

Monday, April 15

It's time to cultivate *inclusive* innovation. Good data about women's entrepreneurship helps us understand the base conditions, assets, and the size of the opportunities that Canadian women are navigating.

Currently, however, there's a data deficit when it comes to women's entrepreneurship and economic potential.

The insights that new, shared data can provide can propel us forward as a community.

Join SheEO Founder Vicki Saunders, SheEO Venture and Magnusmode Founder Nadia Hamilton, Dr. Wendy Cukier, professor of Entrepreneurship and Strategy, founder and academic director of Ryerson's Diversity Institute, home to the newly formed Women Entrepreneurship Knowledge Hub (WEKH), and special guest the Honourable Mary Ng, Minister of Small Business and Export Promotion, for a morning discussion about Canada's female data deficit and the opportunity to drive inclusive innovation with new research, insights, interventions and ecosystems.

PLUS: There will be a special announcement from the Honourable Mary Ng.

**Dr. Wendy Cukier**

Professor Entrepreneurship & Strategy, TRSM
& Academic Director, Diversity Institute

**Nadia Hamilton**

SheEO Venture & Founder, Magnusmode

**The Honourable Mary Ng, P.C., M.P.**

Minister of Small Business and Export
Promotion

**Vicki Saunders**

Founder, SheEO

AGENDA:

8:30 am - Registration and Networking - *Light Refreshments will be served*

9:00 am - Welcome

9:15 am - Special Announcement from the Honourable Minister Mary Ng

9:25 am - Panel Discussion: Harnessing Data to Advance Women in the Economy

10:00 to 11am - Networking

[Register Now!](#)

Be Featured in Biz Women Talk

We're doing a photo-based Social Media Campaign to mark OWIT-Toronto's 20th Anniversary and we want YOU to participate!

Tell us in 35 words ONE of the following (to be featured):

- 1) What does OWIT mean to you?
- 2) What is a success tip you want to share with other women?
- 3) What is an export tip you want to share with other women?
- 4) What is your company's unique selling proposition?

DEADLINE: MAY 1, 2019 – Email along with your photo, name, title, company, website and social media accounts to Anita@bbjw.com

SAMPLE



Inviting Buyers to source their speciality foods and innovative food products through TFO Canada's 5 trade delegations from Cambodia, Laos, Myanmar, Ukraine and the Palestinian territory

TFO Canada will be hosting 34 companies from five trade delegations showcasing speciality foods and new and innovative products At **SIAL Toronto 2019. Many are women-owned businesses!**

TFO Canada can arrange complimentary show passes for you to meet the exporters and visit the SIAL show. The number of passes is limited, so if you are interested in meeting one of the companies, please contact the assigned officer as soon as possible.

Please click [here](#) to find detailed information on the export offers, along with the respective officer to contact



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

**P.O. Box 715, 31 Adelaide Street East,
Toronto, Ontario M5C 2J8 Canada**

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Organization of Women in International Trade-Toronto



In this issue:

OWIT Breakfast Event on Doing Business in Japan (June 14)

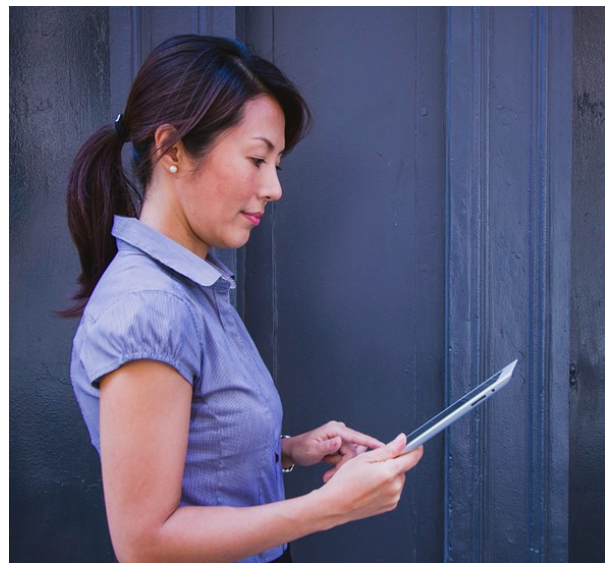
2019 Journal of Commerce Canada Trade Conference (June 3-5)

CAWEE Women's Empowerment Summer Gala (June 25)

OWIT at Women Entrepreneur Knowledge Hub Launch Event

New EDC Program Provides Growth Capital for Women Exporters

Webinar: Why Trade Matters (May 31)



OWIT Breakfast Event on Doing Business in Japan

Plan to join us for a breakfast meeting on June 14 about doing business in Japan, featuring the Consul-General of Japan in Toronto Takako Ito and Christine Nakamura, VP of the Asia

Pacific Foundation. You'll find out about opportunities for Canadian companies in Japan, about the recent trade mission for women entrepreneurs to Japan and upcoming trade missions.

TAKAKO ITO

Consul-General of Japan in Toronto



Ms. Takako Ito is the first female Consul-General of Japan in Toronto. She joined the Ministry of Foreign Affairs (MOFA) of Japan in 1985. Her overseas postings included Embassies in Canada, Malaysia, Indonesia, the Mission of Japan to the UN in NY and the Mission of Japan to ASEAN as Deputy Chief of Mission. At home, she served in many capacities, covering economic partnership negotiating, human rights, transnational crimes, development assistance policy planning, and the international press. Before arriving in Toronto, she was Assistant Chief of Protocol of MOFA as well as Master of the Ceremonies at Imperial Household Agency. She graduated from Sophia University in Tokyo (B.L. in international legal studies) and has an M.A. in international affairs from Carleton University.

CHRISTINE NAKAMURA

VP, Asia Pacific Foundation of Canada



From 1976 to 2011, Ms. Christine Nakamura served in various capacities with the Canadian government, including at Citizenship and Immigration Canada, the Department of Justice and, most recently, the Department of Foreign Affairs, Trade and Development. She has served overseas in Japan and Korea and holds a Bachelor's degree from the University of Toronto, where she majored in East Asian Studies. She is a board member of the Japanese Canadian Culture Centre Foundation in Toronto and a member of the Advisory Council (Canada) for the Prince Takamado Japan Canada Memorial Fund.

Date:

June 14, 2019

Time:

8:00 am to 10:00 am

Location:

Bennett Jones LLP
100 King St W Suite 3400
Toronto, ON M5X 1A4

Tickets:

Members and Students: \$25
Non-Members: \$35

Use our promo code [**BreakfastJapan19**](#) for a \$5 discount (Valid until June 4)

Limited sitting. Reserve today!

Register Now!

SPONSOR



Bennett Jones

2019 Journal of Commerce Canada Trade Conference



OWIT is proud to support The [2019 JOC Canada Trade Conference](#), featuring keynote speaker Former Prime Minister Brian Mulroney. This conference will provide information and insights that Canadian cargo owners and forwarders can use to plan and execute shipments of containerized cargo. Why attend?

- **Be Informed:** Hear the latest market forecasts, analysis, expert opinion and more concerning container Canadian shipping, freight rates, labor issues and more.
- **Stay on top of the Market:** Hear shippers and transportation providers showcase how business problems were solved or cost savings achieved.
- **Do Business:** Join attendees to find new customers, nurture existing relationships and more.

[Register Now](#) and use promo code **CanadaTradeOWIT** to receive a \$150 discount on your registration.

Date:

June 3-5, 2019

Location:

The InterContinental Toronto Centre

225 Front Street West

Toronto, Ontario M5V 2X3

OWIT-Toronto has access to 2 free passes for OWIT members. First come, first served. Email: helen@hemmingsen.com.

CAWEE Women's Empowerment Summer Gala

June 25, 2019

6:30 PM to 9:30 PM

University Club of Toronto, 380 University Avenue Toronto, ON

CANADIAN
ASSOCIATION *of* WOMEN
EXECUTIVES & ENTREPRENEURS



Women's Post named her Woman of the Week. Notable Life singled her out as one of their Notable Women in Tech. Women of Influence called her "the leading lady of one of Canada's largest fintech companies". Join CAWEE on Tuesday, June 25th for its Women's Empowerment Summer Gala to meet Eva Wong, Co-Founder and COO of Borrowell, ranked among the Women in FinTech Powerlist in 2017 and 2018 and named one of 20 Tech Start-Up Founders to Follow by Twitter Canada. Over a cocktail reception and three course dinner at the [University Club of Toronto](#), learn how Ms. Wong balanced extensive nonprofit work and a rich family life to start one of the fastest growing marketplace lending platforms in Canada. This is an [event](#) you won't want to miss!



[Register Now!](#)

PARTICIPATING PARTNERS IN ATTENDANCE



Organization of Women in International Trade



[University Club of Toronto](#)

SPONSOR



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OWIT at Women Entrepreneur Knowledge Hub Launch Event



OWIT-Toronto participated in a kick-off event in April for the partners and supporters of the [Women Entrepreneur Knowledge Hub \(WEKH\)](#), led by the Diversity Institute, a “think and do” tank, along with the Ted Rogers School of Management and Brookfield Institute at Ryerson University. The goal of this community of practice which, to date, is coordinated through 9 regional hubs with over 75 partners and 100,000 women entrepreneurs is to provide a

platform and portal to collect and share best practices to create an inclusive innovation ecosystem. WEKH is part of the Government of Canada's Women Entrepreneurship Strategy which aims to double the number of women entrepreneurs by 2025 and to support export growth and scaling up.

"We want to challenge the classic definitions and stereotypes of entrepreneurship and drive real change, not just have lofty goals," said **Wendy Cukier**, Director of WEKH, noting that entrepreneurship is typically measured through a male lens, with a tech focus, whereas most women are in the services sector and tend to have smaller businesses. "Having 1,000 companies create one job each or one company creating 1,000 jobs are equal in contributing to GDP."

Specifically, WEKH will:

- Measure and assess the progress of women entrepreneurship in Canada to determine what works and what doesn't
- Collect, analyze and disseminate information and advance research
- Support and share best practices and knowledge.

In breakout sessions, participants provided this feedback:

- Appreciate the value of good stories in addition to data when measuring entrepreneurship
- Ensure stories and research are inclusive and represent diversity, and do not just profile the super entrepreneur
- Help support women's organizations so they can support women in scaling up their businesses

WEKH's advanced technology platform to link women entrepreneurs and their organizations to resources and best practices will be powered by [Magnet](#) which currently links talent to help grow businesses and also is home to the Magnet Export Portal.

New EDC Program Provides Growth Capital for Women Exporters



Export Development Canada (EDC) recently introduced a new \$50-million *Women in Trade Investments Program* to provide equity capital specifically designed to help Canadian women entrepreneurs. EDC will work with women-owned and -led businesses that are strong candidates for significant export growth. The support will come in the form of equity capital through both direct investment and investment in Canadian venture capital funds that

demonstrate a commitment to gender diversity on both sides of the entrepreneur/investor table.

“The market clearly has a gap in terms of women accessing capital at the critical commercialization stage, and we want to do more to address this,” said **Jennifer Cooke**, EDC’s Corporate Lead for Women in Trade. “For example, we know women entrepreneurs are more likely to access capital when there are women investors on the other side of the table, so we’re seeking fund partners who are also committed to improving gender diversity within their own senior management.”

For more information, visit EDC’s [Women in Trade](#) page.

Webinar: Why Trade Matters

With anti-trade rhetoric on the rise and the re-evaluation of major trade deals such as the Trans-Pacific Partnership and NAFTA, many are questioning the importance of trade. Join OWIT International on May 31 to hear why trade still matters, from noted speakers Jean-Pierre Lehmann and Marion Jansen.



PROFESSOR JEAN-PIERRE LEHMANN is Professor Emeritus of International Political Economy at IMD and visiting professor in the Faculty of Business and Economics at Hong Kong University and at NIIT University in Neemrana, Rajasthan, India. His areas of special interest include globalization, global governance, trade and development, the role of business in reduction of poverty and inequality and the socio-economic, cultural, and business dynamics of Asia. He acts in various leading capacities in a number of public policy institutes and organizations, as an adviser to governments and corporations, and as a frequent commentator in the international media. He is the author of several books and numerous articles and papers primarily dealing with globalization, modern East Asian history and East Asia and the international political economy.



MARION JANSEN is the Chief Economist of the International Trade Centre. She previously served as a counsellor in the Economic Research and Statistics Division of the World Trade Organization and as one of the co-ordinators of the WTO Chairs Programme. From 2009 to 2012, she led the International Labour Office’s Programme on Trade and Employment. She has co-edited a number of volumes on the theme globalization and employment including “Trade and Employment: From Myths to Facts.” She holds lead roles in international research networks on the use of economics in international economic law, on non-tariff measures in the context of trade and on employment effects of different policy instruments. Marion Jansen holds a PHD in economics from the Universitat Pompeu Fabra and lectures at the University of Geneva and the World Trade Institute.

[Register Now!](#)

Check out what our OWIT-TO partners are doing!

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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/>

WEKH: Women Entrepreneurs Knowledge
Hub: <https://www.ryerson.ca/diversity/projects/wekh/>

JOIN OWIT-TORONTO TODAY!



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OWIT - Toronto Chapter

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