



Organization of Women in International Trade-Toronto NEWSLETTER JULY 2019



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Call for Nominations! OWIT's 20th Anniversary Annual Awards

Nominations are now open for OWIT-Toronto's annual awards, which recognize outstanding accomplishments of women in Ontario involved in international trade.

Submission Deadline: August 9th, 2019 Midnight

Awards Presentation: OWIT-Toronto's Annual Awards Gala on September 17, 2019

Submit your nomination today by following 3 simple steps:

- Step 1** Nominate an Outstanding Woman by completing the online nomination form
- Step 2** The information you provided will be sent to our judges
- Step 3** Our judges will assess and score the nominees

We welcome nominations in the following three categories:



JoAnna Townsend Excellence for Leadership in International Trade Award

This award recognizes an outstanding woman in Ontario who is a trade advocate and mentor for women, fostering opportunities that actively support women entrepreneurs or professionals to achieve success in international business. [Click Here](#)



Woman Exporter of the Year Award

This award honours an outstanding woman entrepreneur or professional in Ontario who, through her exporting endeavours and activities, is advancing the footprint and the image of Canadian businesswomen in the international community. [Click Here](#)



Student of International Trade Award

This award recognizes a female student of international trade who, through her studies, and business and community experiences, has demonstrated passion and commitment for a career in the field of international trade. [Click Here](#)

Award presentations will take place at our Annual Awards Gala being held on September 17, 2019.

Save the Date for OWIT's 20th Anniversary Gala



Mark your calendar for September 17 and join us to celebrate OWIT-Toronto's 20th Anniversary Gala and Awards ceremony. The evening dinner, to be held at the Toronto Board of Trade, will feature an accomplished panel of OWIT-Toronto's original Board members and our founder. They'll share why they joined OWIT, their journeys from 20 years ago to now, and their take on topical trade issues of the day...along with insights on the best opportunities for women. This is sure to be a lively moderated discussion that will showcase the different career paths of dynamic and successful women. You'll walk away inspired not only by their stories and tips but also by the recipients of our annual awards honouring the achievements of outstanding women in trade. Plus you'll enjoy the kind of high-calibre networking with like-minded women that OWIT is known for.

Follow us and don't miss out to take advantage of our early bird rate! Registration details coming soon.

Doing Business in Japan Event Big Success

OWIT-Toronto's June event, hosted by Bennett Jones, focused on Doing Business in Japan and featured three dynamic women speakers - Consul-General of Japan in Toronto Takako Ito, Christine Nakamura,

VP of the Asia Pacific Foundation in Toronto, and BE (Barbara) Alink, Founder and CEO of The Alink Inventions. They shared opportunities for Canadian companies in Japan and highlights of a recent trade mission to Japan for Canadian businesswomen. Read the take-aways [here](#).



Minister Chrystia Freeland Honoured in Washington

Congratulations go to Chrystia Freeland, Canada's Minister of Foreign Affairs, who was awarded Woman of the Year on June 12 by the Washington, DC, chapter of OWIT, known as WIIT DC. Minister Freeland was honoured for her comprehensive efforts to promote progressive leadership in the global economy. The Minister's efforts to conclude a wide range of high standard trade agreements (USMCA, CPTPP, CETA, etc.) as well as her tireless support for women's empowerment, gender equality, and human rights for all peoples made her the unique and unanimous choice of WIIT's leadership for this signature award.



Plan Now to Attend Fall OWIT International Conference in Florida



Interested in meeting women in international trade from OWIT chapters from around the world? With the theme Year of the Woman, the 19th Annual OWIT International Conference to be hosted by OWIT Tampa Bay from October 23-25 offers an interesting and exciting combination of events in Orlando and Tampa, Florida.

Early bird registration for the full program is US\$234 (OWIT members), US\$299 (non-members) and students (US\$100) and is available until September 6. Check out the [full program](#). Registration options and hotel details are at <https://www.owitcontampabay.com/>.

For the full schedule you may also check our [News-Blog](#).

FITT and OWIT International Support the Advancement of Women in International Trade



FITT and OWIT International Support the Advancement of Women in International Trade The Forum for International Trade Training (FITT) is collaborating with The Organization of Women in International Trade (OWIT) International, to support the advancement of women and the professional growth of OWIT members with expert trade training, resources and certification.

FITT's online courses and workshops enable you to pursue your self-directed training whenever and wherever it's convenient for you. Target the topics that matter most to you or your business or complete all of the courses and earn your CITP®|FIBP® designation.

As an OWIT member, you can access this professional global trade training with these exclusive member-only discounts:

- Get \$50 off any online courses
- Get \$25 off any online workshops

Please contact Cortney at VP-Partnership@owit.org to obtain these member-only discounts for FITT!

[Special offer exclusively for OWIT members](#)

FITT is offering OWIT members a special opportunity to get early access to their new FITTskills Lite online course previews before they launch!

[View full list of course previews](#)

For more information please check our [News-Blog](#).

Questions? Contact us at info@fitt.ca or chat with us live at FITTforTrade.com.

"Creating More Opportunities for Women in Trade is the Right Thing to Do"



By Mucha Mlingo, President, OWIT-Nairobi

Gender inequality is more than a moral or social issue, it is a critical economic challenge. Women account for half the world's working-age population and if they do not achieve their full economic potential, the global economy will suffer.

[Click here to read the rest of Mucha's article](#)

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/>

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Organization of Women in International Trade-Toronto NEWSLETTER AUGUST 2019



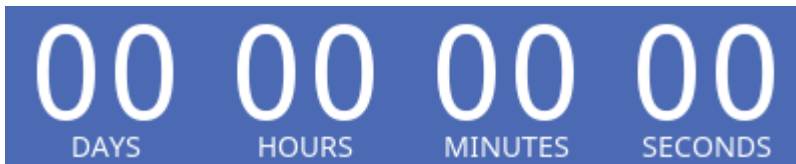
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- OWIT-Toronto Participated in EDC Industry Stakeholder Panel
- Plan Now to Attend Fall OWIT International Conference in Florida (October 23)
- Join our OWITConTampaBay Webinar
- Women Entrepreneurship Fund Increased
- Preparations Begin for BWIT Trade Mission to Go for the Greens

o Invest Buffalo Niagara Releases New Economic Guide



Early Bird Ticket Sale



Reserve your spot today for this always high-energy, inspirational evening presented by the Organization of Women in International Trade-Toronto (OWIT-Toronto) and take advantage of our early-bird rate.

Place:	Toronto Region Board of Trade 77 Adelaide Street West, Toronto. ON M5X 1C1								
Date:	September 17 th								
Time:	5:30 pm - 8:30 pm								
Tickets:	<table> <tr> <td>Early bird:</td> <td>CAD\$99 (deadline: Aug 22nd)</td> </tr> <tr> <td>Students & Members:</td> <td>CAD\$110</td> </tr> <tr> <td>Non-Members:</td> <td>CAD\$120</td> </tr> <tr> <td>Table (8 guests)</td> <td>CAD\$750</td> </tr> </table>	Early bird:	CAD\$99 (deadline: Aug 22nd)	Students & Members:	CAD\$110	Non-Members:	CAD\$120	Table (8 guests)	CAD\$750
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OWIT 2019 Businesswomen's Trade Mission to Monterrey, Mexico: a Success Story



OWIT-Toronto's trade mission to Monterrey in February was so successful that the participating Canadian businesswomen returned with leads, and some even with requests for quotes. An important outcome of the trip was the impact made by the group, which helped showcase the contribution of women in international trade, particularly in male-dominated sectors. This was highlighted by some media outlets in Mexico.

Myrna Bittner, CEO and Founder of RUNWITHIT Synthetics (RWI), is one of the 11 businesswomen who participated in this mission. When she decided to pursue opportunities in Monterrey as part of the delegation, she was hoping to make business connections in Mexico, but at the time she did not know those relationships would grow and strengthen as fast as they have.

"Thank you to OWIT for showing me what Monterrey is all about and how to navigate the landscape, and for curating such amazing meeting," says Myrna. The best part is that she is not the only one making great strides as a result of this trade mission. OWIT-Toronto is proud to have contributed to these successes and committed to continuing to encourage trade diversification among Canadian businesswomen.

For the details please visit our [News-Blog](#).

OWIT-Toronto Participated in EDC Industry Stakeholder Panel



OWIT-Toronto, represented by Alma Farias, Past- President and Board Member, joined some of the most important business organization and industry association leaders in Ottawa this year to participate in Export Development Canada's (EDC's) 14th Industry Stakeholder Panel focused on trade diversification and corporate social responsibility. This annual panel is organized by EDC to discuss trade related matters. OWIT-Toronto was one of the two new participants this year.

For the full article please see our [News-Blog](#).

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Join our OWITConTampaBay Webinar

Plan Now to Attend Fall OWIT International Conference in Florida



Join our Conference Committee for an informational webinar to learn more about the 19th Annual OWIT International Conference titled "Year of the Woman" which will take place in Orlando and Tampa Bay, Florida from October 23-25, 2019.

Do not forget to [register](#).

Women Entrepreneurship Fund Increased



Mary Ng, Minister of Small Business and Export Promotion, announced there will be a \$10 million top-up for the [Women's Entrepreneurship Fund](#) which will provide up to \$100,000 to approximately 100 additional women-owned and led companies from the existing pool of applicants from November 2018. Minister Ng also announced a \$50 million investment into the Venture Capital Catalyst Initiative's (VCCI) Clean Technology Stream, as well as the launch of the new [Canada Business App](#).

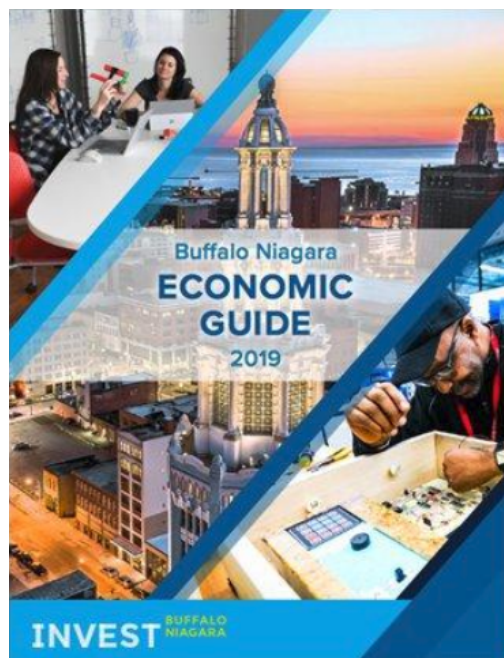
Preparations Begin for BWIT Trade Mission to Go for the Greens

Business WOMEN in International Trade | NEWS

Are you looking to expand your Canadian woman-owned business into the U.S. market? Do you want the chance to experience B2B meetings with large American corporations such as Disney, UPS, RBC, IBM, Raytheon, and many more? Do you want to take advantage of the opportunity to network with other professionals? If so, BWIT's trade mission to the Go for the Greens (GFTG) conference in Orlando, Florida is one event you do NOT want to miss. BWIT will be hosting their first pre-departure webinar session on August 14 at 1:00pm EDT, to provide delegates with an overview of the Florida market, discuss what to expect at the GFTG conference, explain the registration process, explore the SME CanExport Funding program, and take a look at the services offered by BWIT and the Consulate General in Miami, part of the Trade Commissioner Service (TCS), to support the Canadian delegates.

To sign up and/or have more information you may contact bwit@international.gc.ca

Invest Buffalo Niagara Releases New Economic Guide



Buffalo and its sister city, Niagara Falls, are one of the business and entertainment hubs of the region. Both cities are undergoing phenomenal transformations spurred by billions in public and private investment. Redevelopment and new construction abound, and businesses from restaurants to galleries to technology centres are opening at the fastest pace in more than 50 years. For a deeper look into demographics, transportation, market access, target industries, real estate comparisons, workforce, salary information, and industry specific data, download the new guide [here](#).

Check Out What our OWIT-TO Partners are Doing!

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Organization of Women in International Trade-Toronto NEWSLETTER SEPTEMBER 2019



In this issue:

- OWIT's 20th Anniversary Gala an Inspiring Evening
- The 19th OWIT International Conference
- Free Webinar: Blockchain 101: The Basics
- Past President Invited to Bangkok
- More Funding for Exporters through CanExport
- OWIT Participates in CETA Roundtable



OWIT's 20th Anniversary Gala an Inspiring Evening



“Wonderful turnout, great range of participants, and a selection of excellent speakers, I loved that panel!” This is how OWIT-Toronto member Aylin Lusi of UPS summed up our 20th anniversary celebration and Awards ceremony held at the Toronto Board of Trade on September 17. An inspiring panel of our chapter’s founders, including Candice Rice, Molly Zito, Susan Baka and Gail Morris, shared their international trade journeys and insights on global trade issues in a fireside chat moderated by Cindie-Eve Bourassa of Global Affairs Canada. This was followed by an equally inspiring Awards presentation to outstanding women who have made a mark in trade. The 2019 winners are:

- Isabella Bertani[centre], Chartered Professional Accountant: JoAnna Townsend Award for Leadership in International Trade, with Sue Rauth [left], Global Affairs Canada, and Helen Hemmingsen [right], President, OWIT Toronto



- Myra Sable [centre], Sable & Rosenfeld: Woman Exporter of the Year Award, with Jennifer Cooke [left], EDC, and Helen Hemmingsen



- Hamideh Mahmoudi [centre], Centennial College: Student of International Trade Award, with Erin Roach [left], Diversity Institute, and Helen Hemmingsen



A big thanks to our sponsors: [the Diversity Institute](#) / [Women Entrepreneurship Knowledge Hub](#), [EDC](#) and [Jewels4Ever](#), and to our supporter [Global Affairs Canada](#).



[Read more here.](#)

The 19th OWIT International Conference



The Organization for Women in International Trade (OWIT) and the OWIT Tampa Bay Chapter are hosting OWIT's 19th World Conference this year in Tampa, Florida, on October 24, 2019 with the theme 'Year of the Woman'.

The Tampa Bay region is growing with entrepreneurship and business development at its core. Over the course of the conference, participants, comprised of OWIT global chapter members, partners, and attendees, will be given extraordinary access to trade experts, networking opportunities, and business insights. Indeed, OWIT's vision for its members and participants is ambitious: to empower women in both developed and emerging nations and throughout the world to powerfully shape international trade.

SCHEDULE OF EVENTS

Wednesday, October 23

Tampa Business Day

Join our tour to find out how Tampa went from "Cigar City" to an urban center for international trade! The Tampa business tour will bring participants to some of the most innovative and unique highlights in our downtown area. The tour will be an excellent platform for conference attendees to answer the question – Why Tampa Bay?

Thursday, October 24

#OWITConTampaBay - Year of the Woman! 8:00 AM - 3:00 PM

- OWITConTampaBay Conference has been approved for 7 CCS/CES/MES credits from NCBFAA's NEI!

Port Tour (Subject to Weather) 4:00 PM - 5:15 PM

Awards Dinner 6:30 PM

Friday, October 25

OWIT Board Meeting. All are welcomed to attend!

No Host Dinner at Brio, 6:30 PM

[Register here.](#)

Free Webinar: Blockchain 101: The Basics



OWIT International is excited to present a series of two programs on Blockchain. This first program will be an interactive webinar where you will learn the pros and cons of blockchain technology from OWIT International's Vice President for IT Systems, Kusum Gurbani (Moderator), and a panel of industry leaders: Anita Gardeva, Marketing, IBM Food Trust, IBM Blockchain at IBM; Silvio Pupo, President of the Government Blockchain Association in Miami; and Hector Hernandez, Co-Founder of dexFreight.

Our aim of this webinar is to lift the myth around Blockchain:

- What is blockchain
- Who should use blockchain
- Why should we use Blockchain
- And the how ...

We invite all OWIT members to actively participate in the discussion with our speakers and each other. This event is free to all current OWIT members (both virtual and chapter members) and will last one hour.

[Register here.](#)

Past President Invited to Bangkok



Anita Agrawal, CEO, Best Bargains and Jewels4Ever and former President of OWIT-Toronto, was invited by the Department of International Trade Promotion in Thailand to speak about doing business and exporting to Canada at the Bangkok International Gem and Jewellery Fair on Sept 11, 2019.

More Funding for Exporters through CanExport



CanExport, the Canadian government's program that helps small and medium sized companies do business abroad, has announced changes to its eligibility criteria. As of August 22, 2019, the CanExport for SMEs project funding limit increased up to \$75,000 to cover up to 75% of eligible expenses related to international market development. The CanExport SMEs program requires applicants to submit a project for which expenses total between \$20,000 and \$100,000. The program now reimburses up to 75% of eligible costs to offer between \$15,000 and \$75,000 in funding per project. Companies participating in trade missions organized by Global Affairs Canada for groups under-represented in international trade (e.g. women, LGBTQ2 and Indigenous exporters) may exceptionally submit a project of less than \$20,000 for consideration.

[Read more here.](#)

OWIT Participates in CETA Roundtable



The European Commissioner for Trade, Ms. Cecilia Malmström, the WE EMPOWER programme of the European Union, UN Women, and the International Labour Organization

co-hosted the roundtable discussion Women and Trade in the Context of CETA in Montreal in July. The event was attended by organizations that support women's economic empowerment (including OWIT-Toronto, represented by VP Stephanie Dei, current National Coordinator for the WE EMPOWER Programme of the EU, UN Women and ILO), women entrepreneurs actively engaged in exports to the European Union, and several representatives from the public sector committed to advancing women's participation in international trade.

[Read more here.](#)

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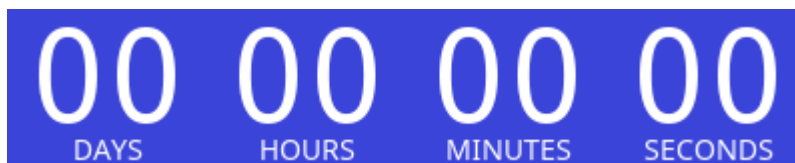
In this issue:

- Women and Trade: From Then to Now and What's Next? Register today!
- The Weaponization of Tariffs Webinar
- What to Expect at OWITConTampaBay
- G7 Performance on Trade



Women and Trade: From Then to Now...and What's Next?

Don't Miss OWIT's 20th Anniversary Gala



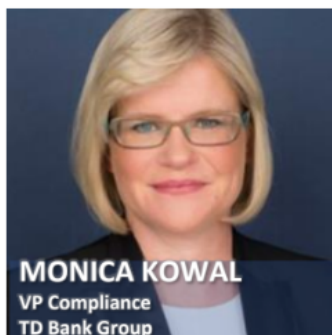
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Candice recently retired from the Canadian Trade Commissioner Service where she worked in Ottawa in trade policy and in the Toronto office in trade promotion. As part of her portfolio, she worked with women-owned small businesses to encourage participation in international business. She served on the team organizing the first Women's Trade Mission to Washington, DC and was a key organizer of the return mission to Toronto in 1999. She founded the first Canadian Chapter of OWIT - in Toronto - that same year and served on the board for several years.

Gail serves as Georgia's representative in Canada, promoting economic development by attracting new Canadian corporate investment to the state, supporting Canadian investors with their Georgia expansion plans and overseeing trade and tourism initiatives between Georgia and Canada. With more than 25 years of public and private sector experience in North America and international markets, Gail's expertise includes trade facilitation and promotion within the NAFTA countries, Canada and U.S. Customs, logistics and business development. She is certified with the Canadian Society of Customs Brokers and is a member of the Mississauga Board of Trade's International Trade Committee and Women in Aerospace and has been VP Membership and Advisor to OWIT-Toronto.



In her role, Monica has responsibility for Wealth Management, Insurance, Innovation, Technology and Shared Services. She has over 25 years of experience in financial services and capital markets regulation, in both the public and private sectors. Before joining TD, Monica was a Vice-Chair of Ontario Securities Commission and previously its General Counsel. She joined the OSC from Blake, Cassels & Graydon LLP where she had been a partner with an international capital markets practice. She is called to the bar in Ontario and has a LL.M. from the University of Tübingen, Germany, and a LL.B and a B.A. (Economics) from the University of Toronto. Monica was OWIT-Toronto's first VP, Legal.

An advocate for women exporters, Susan is a prolific writer and speaker on women and trade who presents globally. She is a senior consultant to Grow Trade Consulting, which does market research for US companies targeting the Canadian market, and is also the Ontario rep for TFO (Trade Facilitation Office) Canada. Susan served on the Canadian Minister of International Trade's SME Advisory Board and represents OWIT in stakeholder consultations on free trade agreements. She is a founder and VP, International of OWIT-Toronto and has served on the international board for over a decade. She was honoured with OWIT International's 2019 Woman of the Year Award for inspiring women to do business globally.



MODERATOR: CINDIE-EVE BOURASSA

Director, Free Trade Agreement Promotion Division. Global Affairs Canada
Cindie-Eve's division conducts events and training to raise awareness of Canada's free trade agreements. She also oversees the Business Women in Trade (BWIT) program to help women expand into global markets. She joined GAC in 2003 and has served as Second Secretary - Political at the Embassy of Canada in Abu Dhabi (United Arab Emirates) and as First Secretary - Trade at the Embassy of Canada in Riyadh where she was Canada's first female trade commissioner to Saudi Arabia. A recipient of the 2015 Public Service Week Ministerial Award, Cindie-Eve is passionate about working with SMEs interested to export, partner and invest abroad.

Don't forget to [reserve your spot now!](#)

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The Weaponization of Tariffs



Christine McDaniel

Senior Research Fellow
Mercatus Center at George Mason University

Ms. McDaniel's research at Mercatus focuses on international trade, globalization, and intellectual property rights.

She has worked in the economic offices of the U.S. Department of Commerce, U.S. Trade Representative, and U.S. International Trade Commission.

Published in the areas of international trade, intellectual property, and empirical trade analysis and modeling.



Evelyn Suarez

International Trade Lawyer
The Suarez Firm

Ms. Suarez advises companies engaged in international trade on customs, anti-corruption and trade policy matters.

Ms. Suarez is a frequent speaker and author on international trade.

She is listed in The Best Lawyers in America for International Trade and as a "Super Lawyer" in International Trade law in Washington, D.C. Super Lawyers magazine.

OWIT International will hold a webinar to discuss the Trump administration weaponizing tariffs as a tool for trade negotiation as well as how to get relief from the pain of 232 and 301 tariffs. Christine McDaniel from Mercatus Center at George Mason University and Evelyn Suarez from The Suarez Firm in Washington, DC will be speakers.

Do not forget to [register](#).

What to Expect at OWITConTampaBay

Plan Now to Attend Fall OWIT International Conference in Florida



In case you missed the webinar about OWIT International's upcoming October conference in Florida and want to check it out, the recording of the webinar is [here](#). It will be an action-packed three days in Tampa, including a panel presented by OWIT-Toronto. The theme is Year of the Woman. Listen to the recording for all the details....and be sure to [register](#) for OWITConTampaBay today and join other OWIT members from around the world!

G7 Performance on Trade



MARIA MARCHYSHYN

Lead researcher on trade,
G7 Research Group

In preparation for the G7 summit that took place in Biarritz, France from August 24-26, the G7 Research Group from the University of Toronto prepared a briefing book that covers most of the main issues discussed at the summit. It includes articles on gender equality and equitable trade.

The book has contributions from France's President Emmanuel Macron, Canadian Prime Minister Justin Trudeau, Prime Ministers of Italy, Australia, among others. A long-time OWIT-Toronto member and part of our Advisory Board, Maria Marchyshyn, also contributed to the book with her insights on G7 Trade Performance over the years.

Read her [full article](#) and the publication [here](#).

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