



## Organization of Women in International Trade-Toronto NEWSLETTER OCT 2018



### In this issue:

Winner of 2018 JoAnna Townsend Excellence Award for Leadership shares thoughts

Angelena Bonet's interview with OWIT-Toronto's President

Tricks of the trade: How trade shows can evolve for a modern market

Toronto's Diaspora Film Festival DFF takes place on Nov 1<sup>st</sup>-4<sup>th</sup>



### **Karima Catherine, winner of the 2018 JoAnna Townsend Excellence Award for Leadership in Int'l Trade, shares her thoughts on clinching this award and on women in trade**

#### **What did it feel like to win this award?**

KC: I was thrilled to see my hard work recognized! I'm very grateful for the mentorship and support I've received along my career journey, particularly from amazing women. And it feels great to know that I've been able to pay that forward to other women and specifically, in international trade.



I'm also very into the idea that we as women should take up space, claim our power, use our voices. And part of that includes having a healthy pride in our accomplishments, and lifting each other up and applauding each other's successes. I'm proud to be on the receiving end of that with the JoAnna Townsend Excellence Award!

**Why do you think an organization like OWIT is important?**

KC: I believe women are truly able to change the world. But we also face specific challenges in the business world and so it's great to get targeted support and recognition, and to have opportunities to connect with one another through organizations such as OWIT. Networks are so crucial to success!

**What is the single biggest piece of advice you would give to women in order to do business successfully internationally?**

KC: Don't try to blend in. Standing out is good. Your perspective is unique and worthwhile. Your difference is valuable. The business world needs the diversity you bring to the table.



Ms. Peng Sang Cau (on the right), President & CEO of Transformix Engineering, winner of "Woman Exporter of the Year" award



Ms. Era Saraci (in the middle), winner of "Student of International Trade" award.

**OWIT-Toronto at the Economic Council of Canada event**

OWIT board directors Helen Hemmingsen (right) and Susan Baka (centre) met Canada's Minister of Small Business and Export Promotion, Mary Ng (left), at a recent Economic Council of Canada event, where the Minister said Canada is launching a Women Entrepreneurship Strategy Ecosystem Fund of \$85 million over five years to invest in projects to strengthen organizations' ability to support women entrepreneurs and close gaps in service.



## Interview with OWIT-Toronto's President Anita Agrawal



Our president, Anita Agrawal, was recently interviewed by multi-award winning documentary film-maker Angelena Bonet. Check out the link about their discussion around women and business, international trade and empowerment.

[Click here](#)

## How trade shows can evolve for a modern market

As a busy entrepreneur herself and managing an export based business, our president, Anita Agrawal writes about how international trade shows and trade shows in general can draw in younger generations and also improve their benefits to both attendees and exhibitors.



[Click here to learn more!](#)

## Announcing Toronto's Diaspora Film Festival



OWIT-Toronto is pleased to be partnering with Toronto's Diaspora Film Festival (DFF) that will take place November 1-4, 2018. The Festival is a unique opportunity to explore stories about one culture mixing with another culture, a key to success in international trade. DFF screens films from around the world that deal with issues such as migration, integration into a new society, and cultural exchange. This year, Promised Land is the

main theme of the festival, with films that are premiere prize winners from prestigious festivals such as Cannes, Berlin and Venice.

From among 300 entries, a committee selected 20 films featuring the following communities in different countries: Arab, Dutch, French, German, Indian, Iranian, Israeli, Kurdish, Lebanese, Moroccan, Palestinian, Romanian, South African, Syrian, and Turkish. You can see all genres, including comedy, drama, documentary, and experimental.

Come and meet like-minded audience members, including representatives of government granting institutions, foreign embassies and consulates, media, educational institutions, and private corporations. Check it out: <http://diasporafilmfest.com>

## Check out what OWIT's 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
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**FIND OUT MORE...**



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## Organization of Women in International Trade-Toronto NEWSLETTER NOV 2018



### In this issue:

A Discussion on Entering the UK Market: **Mon, Nov 19, 2018**

OWIT Roundtable with Mexican Designate Minister of the Economy, Graciela Marquez

Canada - Croatian Business Forum & B2B meetings: **Tue, 27 Nov 2018**

Businesswomen's Trade Mission to Monterrey, Mexico: **Register before Dec 14, 2018**

### From Export to Investment:

#### A Discussion on Entering the UK Market

**Date:** Mon, November 19<sup>th</sup>

**Time:** 6 pm – 8 pm

**Place:** Gowling WLG

100 King Street W #1600, Toronto, ON M5X 1G5

**Price:**

OWIT/BCCTC Members: CA \$20 + HST

Non-Members: CA \$25 + HST

[Register now!](#)

### A Discussion on Entering the UK Market

Join OWIT-Toronto and the The British Canadian Chamber of Trade and Commerce (BCCTC) for an informative and exciting panel discussion with outstanding experts addressing important



questions surrounding opportunities and challenges present in the UK market.



**Rita Patlan**  
Ministry of Economic  
Development, Job  
Creation, and Trade



**KC Goundiam**  
Red Dot Digital Inc.



**Kelly White**  
UK Department for  
International Trade

## TOPICS INCLUDE

- Key points for companies starting to export
- Considerations for companies looking to expand from exporting to investing in a physical presence in the market
- Support that is available for Canadian companies
- The impact of global political developments on investment and exporting patterns

## FROM EXPORT TO INVESTMENT

A DISCUSSION ON ENTERING THE UK MARKET

[Click here](#) to learn about our **EXPERT PANEL!**

**Date:** November 19th

**Time:** 6 pm – 8 pm

**Place:** Gowling WLG

100 King Street W #1600, Toronto, ON M5X 1G5

**Price:**

OWIT/BCCTC Members: CA \$20 + HST

Non-Members: CA \$25 + HST

[Register here!](#)

### Sponsor

*We thank Gowling WLG for their support in providing the venue and refreshments for this event. Registration fees collected will be directed to OWIT-Toronto and the BCCTC, both of which are not-for-profit organizations.*



## OWIT Roundtable with Mexican Designate Minister of the Economy



OWIT-Toronto and Global Affairs Canada (GAC) were honoured to host the Mexican Designate Minister of the Economy, Graciela Marquez, at a women's roundtable and pre-mission briefing at OITC on October 23 in Toronto. The Designate Minister learned about Canadian technology and products from the participants. She briefed them on economic and social reforms suggested for the new government and invited the luncheon participants to visit Mexico next year. OWIT-Toronto is organizing a women's trade mission for the manufacturing industry and IT sectors in February 2019.

Luncheon participants included: OWIT representatives Alma Farias and Helen Hemmingsen; Fabiola Sicard of the Ontario Ministry of Economic Development, Job Creation and Trade; and Catherine Gauthier of GAC.

## Canada - Croatian Business Forum & B2B meetings



**HR.IZVOZ**  
S HGK DO STRANIH TRŽIŠTA >>>

The Croatian Chamber of Economy (CCE) and the Canadian-Croatian Chamber of Commerce (CCCC) are organizing a business forum and individual meeting of Croatian and Canadian companies on Tuesday, 27 November 2018.

A business delegation from Croatia headed by Mr. Ivan Barbarić, Vice President of CCE will visit

Toronto.

Twenty companies and representatives from Croatian Agency for Investments and Competitiveness as well as Croatian Bank for Reconstruction and Development will be present at the event with the purpose of being introduced to trade opportunities in Canada, while also offering Canadian companies the opportunity to learn about the business climate and opportunities in Croatia.

[Click here for Draft program](#)

For further information, registration and/or B2B meetings, please contact:

Samantha Kussmann: [samantha.kussmann@gmail.com](mailto:samantha.kussmann@gmail.com)

Wanita Kelava (CCCC): Tel (416) 641-2829; [wkelava@croat.ca](mailto:wkelava@croat.ca)

Jelena Dumičić (CCE): [jdumicic@hgk.hr](mailto:jdumicic@hgk.hr)

## Businesswomen's Trade Mission to Monterrey, Mexico



Seize the opportunity to leverage the new US Mexico Canada Agreement - USMCA and join us on this unique trade mission to meet prospective clients and learn about opportunities in advanced manufacturing in Mexico, and to raise awareness of the involvement and contribution of women in manufacturing and ICT. Visit to Expo Manufactura Expo.

Join this Businesswomen's Trade Mission on February 4th - 8th, 2019 to Monterrey, "the Industrial Capital of Mexico", located in Northern Mexico, one of the regions with the

largest presence of automotive and aerospace manufacturing companies and home of notable Software and ICT companies in Latin America.

For details of the mission objectives, program and further information: [Click here!](#)

Limited spaces available. Please register before December 14, 2018.

To register, email Fawzia Sheikh at [fawzia@idirect.com](mailto:fawzia@idirect.com)

## Check out what OWIT's partners are doing!

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

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Organization of Women in International Trade-Toronto  
NEWSLETTER DEC 2018



AGM and Holiday Party  
December 11, 2018

**In this issue:**

For the Love of Wine...a Holiday Event with International Flavour & **OWIT** Annual General Meeting (AGM) **Tuesday, December 11, 2018**

**Webinar: From NAFTA to USMCA: Renegotiation of the North American Free Trade Agreement to the United States-Mexico-Canada Agreement: Tuesday, December 11, 2018**

Check out what our OWIT-TO Partners are Doing!



## For the Love of Wine...a Holiday Event with International Flavour!

OWIT-Toronto (Organization of Women in International Trade) will mark the end of 2018 with a festive networking and holiday event featuring a presentation on wines of the world, following our Annual General Meeting. Join your colleagues in trade for quality networking....and a bit of wine tasting and education. Wine expert Christian Frayssignes will share his passion for wine with you....along with tips on wine selection, tasting, and storage.



**Christian Frayssignes, Chief Wine Lover**

**Christian Wine Consulting**

Born and raised in Paris, France, Christian has been surrounded by the allure of wine all his life. After many years of advising pharma and biotech companies, he decided to live his 30+ years of passion for wine through a luxury wine consulting practice. That includes designing unique wine cellars to ordering specialty wines from the smallest corners of the world. He is also currently building for the Dymon Group, a new wine storage and wine club facility to open in the spring of 2019 in Etobicoke.

Christian is President and Cellar Master of the International Wine and Food Society (Oakville chapter). He is also Honorary President of the European Union Chamber of Commerce in Canada and VP of the Belgian Canadian Business Chamber and sits on the Board of the European Union Film Festival in Toronto.

**Place:**

**Bennett Jones LLP**

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

**Date & Time:**

Tuesday, December 11<sup>th</sup>  
Networking and Holiday Event – 6:00 pm to 8:00 pm  
(OWIT's Annual General Meeting for members will take place from  
4:30 pm to 5:45 pm prior to the holiday event)

**Tickets:**

Members: Free  
Students: CA \$25 + HST  
Non-Members: CA \$35+ HST

[Register Here!](#)

**Special Thanks to our Sponsor!**



**Bennett Jones**

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**OWIT Annual General Meeting (AGM)**



If you are interested in joining our board, please come to our OWIT-Toronto's Annual General Meeting at Bennett Jones.

**Place:**

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

**Date & Time:**

Tuesday, December 11<sup>th</sup>  
4:30 pm to 5:45 pm

For further information, please email Anita Agrawal at  
[anita@bbjw.com](mailto:anita@bbjw.com)

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**From NAFTA to USMCA: Renegotiation of the  
North American Free Trade Agreement to the  
United States-Mexico-Canada Agreement**

**With Speakers Carrie Goodge O'Brien and Kellie Meiman Hock**

**Tuesday, December 11 at noon EDT**

For those engaged in the business of international trade, the Trump Administration's policies have been nerve racking. Trade wars have colored the

past two years and uncertainty has made businesses large and small uncomfortable and unable to plan for tomorrow.

Join the Organization of Women in International Trade (OWIT) to discuss the resolution of some of this discomfort through the signing of the United States-Mexico-Canada Agreement (USMCA). Our speakers will discuss the current trade situation, the new agreement and its impacts, and what to expect going forward.



**CARRIE GOODGE O'BRIEN** is the Counsellor (Trade Policy) at the Embassy of Canada in Washington D.C. In this capacity, Ms. Goodge O'Brien leads the Government of Canada's engagement with U.S. interlocutors on a broad range of goods market access issues, including trade agreements, government procurement, and trade remedies. Prior to joining the Embassy, Ms. Goodge O'Brien served as the Senior Counsellor to the Executive Director for Canada on the Board of the Inter-American Development Bank (IDB) and was formerly a government procurement and goods trade negotiator for the Government of Canada. Since joining Global Affairs Canada in 2002, Ms. Goodge O'Brien has also served as a spokesperson and Trade Commissioner for arts and cultural industries. Ms. Goodge O'Brien holds a Bachelor of Arts in

Economics and International Trade from the University of Waterloo, and a Masters of Arts in Globalization and International Development from the University of Ottawa.



**KELLIE MEIMAN HOCK** is Managing Partner at McLarty Associates. She has led the Brazil & Southern Cone and trade practices of McLarty Associates since 2000. During this time, Ms. Meiman has helped major multinational companies in this dynamic region and beyond to take advantage of opportunities, as well as to troubleshoot obstacles to market access and investment. She has worked on various aspects of national industrial policies, ranging from local content requirements to data localization and trade remedies. Ms. Meiman has been deeply engaged in

companies' efforts to manage increased unilateral US trade actions as well as renegotiation of NAFTA and the Korea-US Free Trade Agreement. Ms. Meiman previously worked at the Office of the United States Trade Representative (USTR) as Director for Brazil and the Southern Cone, where she had primary responsibility for trade negotiations with Brazil, Argentina, Chile, Paraguay, and Uruguay. Prior to her work at USTR, Ms. Meiman served as a foreign service officer with the US Department of State, where her posts included handling crisis

management in the State Operations Center. An Economic Officer in the foreign service, Ms. Meiman previously had served in Porto Alegre, Sao Paulo, and Recife, Brazil, and in Bogota, Columbia. She has lived and studied in Central America and Japan.

[Register Here!](#)

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