



Organization of Women in International Trade - Toronto Summer Newsletter 2021



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From the President's Desk



Welcome to the two jab summer! I was so thrilled to get my second AZ shot a few weeks ago, that I could have done cartwheels on the way home from the pharmacy.

Working in international trade, like many professions, has had its challenges over the last 18 months. With travel opening up, we look forward to welcoming international business visitors to Canada. Virtual B2Bs and trade shows are now the norm, allowing companies ample time to do their research. They are better prepared when meeting with prospective partners. Nothing, however, cinches a deal like a handshake.

Welcome to our newest sister chapter and congratulations to OWIT UK, on their energy-filled and inspiring launch on June 23rd. We look forward to collaborating with OWIT UK on future events.

On July 22, we are hosting “Dress for Success”, the third and final webinar in our series on your personal brand as an entrepreneur. Now is the time to work on our virtual image. This series on building and implementing your personal brand has been popular, with the first two webinars hosted and moderated by Tracey Nguyen, Bowo Creative.

“Dress for Success” will feature two guest speakers from Just4Women Group Ltd.: Lori Baily, President and Founder, and Susana Garay, Stylist. OWIT members are eligible for a raffle prize draw of \$100 from our speakers. [Click here to register for the draw.](#)






Other Upcoming Events:

1) If you want to find out about opportunities to sell to the European Union, you are invited to participate in the launch of a CETA toolkit for women on July 22. OWIT-Toronto is a partner in a Trade Commissioner Service event to mark the launch of a toolkit for women. Details below.

2) Annual Export Awards, Nov/Dec 2021. As we are hoping to do this event in-person, dates are not yet confirmed. In the meantime, we are looking for nominations for outstanding women exporters, leaders and students of international trade.

3) Virtual trade mission to Mexico, March 22-24, 2022, focusing on women entrepreneurs in the Canadian food sector.

Our board is looking forward to meeting everyone soon over a glass of wine at a live in-person event, which can't happen soon enough. Thank you for supporting us and our activities during these interesting times

			
EVENT: VIRTUAL	THE ROAD TO SHETRADES GLOBAL	EVENT: VIRTUAL + EXPO 2020 DUBAI	SHETRADES GLOBAL
MARCH 2021 → OCTOBER 2021		17-19 OCTOBER 2021	OCTOBER 2021 → MARCH 2022 →
AGENDA Capacity building programme TYPE <ul style="list-style-type: none"> • Live webinar series • UN certified e-learning courses • SheTrades Masterclass 		AGENDA DAYS 1 + 2* <ul style="list-style-type: none"> • Welcome ceremony • Keynote speakers • Clinics by industry leaders • Exhibition area/ B2B/ Speed Networking • High-level roundtable (Invitation only) DAY 3 <ul style="list-style-type: none"> • Pavilion activities at Expo 2020 Dubai • Investment Challenge and much more <small>Dubai Exports is offering to all participants in Dubai, meals on days 1&2 and a 2-day pass to attend Expo 2020 Dubai!</small>	
		AGENDA Over 6 months, SheTrades and partners will be hosting activities at the Women's Pavilion to: <ul style="list-style-type: none"> • Celebrate female achievements and women change-makers worldwide • Foster dialogue among a diverse community of leaders, politicians, entrepreneurs and more 	
		   https://www.facebook.com/TCSheTrades/ https://twitter.com/TCsheg www.internationaltradecentre.com	

OWIT-Toronto will be leading a virtual delegation to SheTradesGlobal, connecting sellers, buyers, investors, and partners.

We are interested in:

- women-managed and/or
- owned exporters/sellers
- buyers (men and women)
- all sectors are welcome, with a preference for sustainable products/services

Please note participation in this event is open to OWIT-Toronto members only. Contact us at info@owit-toronto.ca for further information about SheTradesGlobal and/or OWIT-Toronto membership. An individual membership is a great value at \$85.00 (plus GST), which will ensure that you are part of our delegation to this premier global business event.

Toolkit for Women on Selling to EU Launching in July

Virtual Conference

Launch of the toolkit for
**Canadian Women
doing Business with
the European Union**

22 July 10 am - 11 am EDT
(4 pm - 5 pm CET)

CANADIAN TRADE COMMISSIONER SERVICE





Why should you consider the EU market if you are not already selling your products or services there? How can Canadian women entrepreneurs take advantage of the benefits offered by Canada's free trade agreement with the EU, known as the Comprehensive Economic and Trade Agreement (CETA)? What are the main challenges you will have to face as a women exporter? How can you leverage existing networks and resources to prevent and overcome these challenges? To answer these questions, join us at the launch of the toolkit for Canadian women doing business with the European Union on July 22. OWIT

Canadian women doing business with the European Union on July 22. OWIT-Toronto is a partner for the launch event. [Register now.](#)

Stories from the Trenches: Women Who Lead in International Trade



Hosted by three chapters of OWIT – Tampa, Toronto and South Florida – this cross-border virtual fireside chat featured a panel of three trailblazing and diverse women in different sectors from Canada and the U.S. and was moderated by Canada's Consul General in Florida. [Read about their international career journeys and their advice for other women.](#)

OWIT-Toronto Presents Tri-Series on Personal Branding

OWIT
TORONTO

THURSDAY, JULY 22, 2021 @11 AM

Dress For Success



LORI BAILEY
PRESIDENT & FOUNDER.



SUSANA GARAY
STYLIST.



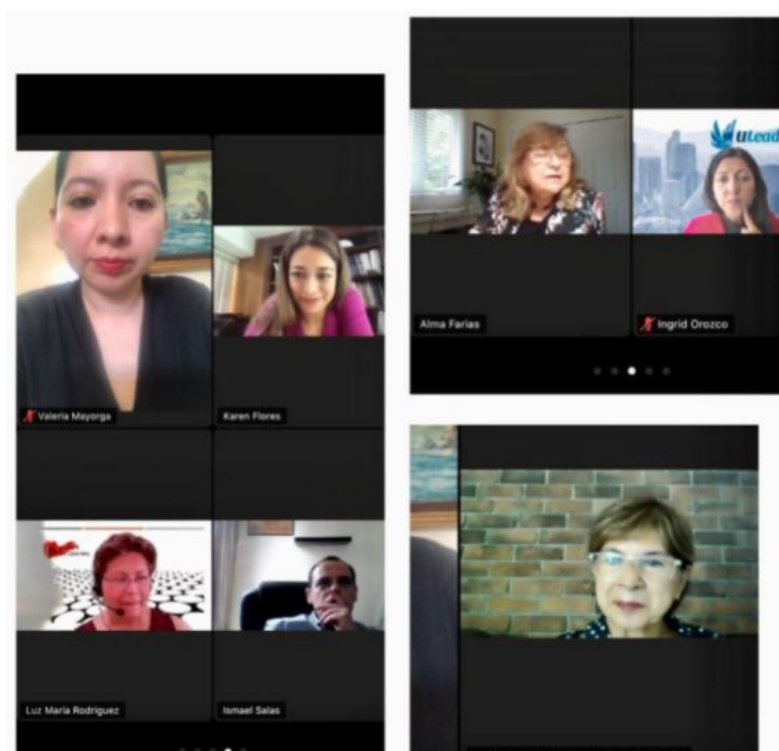
A powerful online presence these days is one of the keys to success in the global arena and why it is so important for both entrepreneurs and professionals to create a brand for themselves. *How to Build Your Personal Branding and Dress for Success* is a collaboration between OWIT-Toronto, Tracey Nguyen, CEO of Bowocreative, Lori Bailey, President & Founder of Just4women, and Susana Garay, a stylist with Just4women, created in order to encourage and guide women.

Kicked off in May, the first virtual session in the series presented the fundamentals of building a personal brand as an entrepreneur, why it is important, where to start and how to identify your ideal target audience to achieve optimal results when it comes to branding and marketing yourself and your business. The second session held in June was focused on how to implement the first session's tips and information.

The third session - *Dress for Success* - will be held on July 22 at 11:00 am. The focus will be learning about body shapes and how to select clothes that will be the most flattering for your body so that you will look as professional as possible online.

[Don't forget to register to attend Dress for Success.](#)

Member Stories



The Inclusion Committee of the Canadian of Commerce in Mexico city

OWIT- Toronto board member Alma Farias from Trade Partners has joined the Inclusion Committee of the Canadian Chamber of Commerce in Mexico City. Alma is thrilled to be working with the [CANCHAM](#) team to increase women's participation in trade and economic empowerment in both Canada and Mexico.



Guidance and promotion plan for exporters of the Dominican Republic

Alma Farias, Managing Director of Trade Partners and OWIT-Toronto board member, met with Michelle Cohen, Ambassador of Dominican Republic to Canada, and Edme Arnaud, Consul General of Dominican Republic in Toronto, in June. [The meeting](#) focused on guidance and a promotion plan for exporters of the Dominican Republic and on inclusive trade.

To be in "Member Stories" of the next issue, please contact us at info@owit-toronto.ca

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

OWIT-Toronto Shared Trade Mission Experiences with US and Mexico





OWIT-Toronto recently participated in the second meeting of the SME Counsellors Network Pilot Program, a joint initiative of the Canadian, US and Mexican governments as part of their commitment to help support small businesses with trade and exporting under our combined free trade agreement (known as CUSMA in Canada). OWIT-VP Susan Baka gave a presentation on our chapter's best practice of leading and organizing trade missions to Mexico, spearheaded by OWIT-VP Alma Farias, who also participated in the meeting. Participants included many small business support organizations and government representatives from the three countries who shared best practices and suggestions to help ensure SMEs can benefit from the trade agreement and who extended invitations to collaborate across borders.

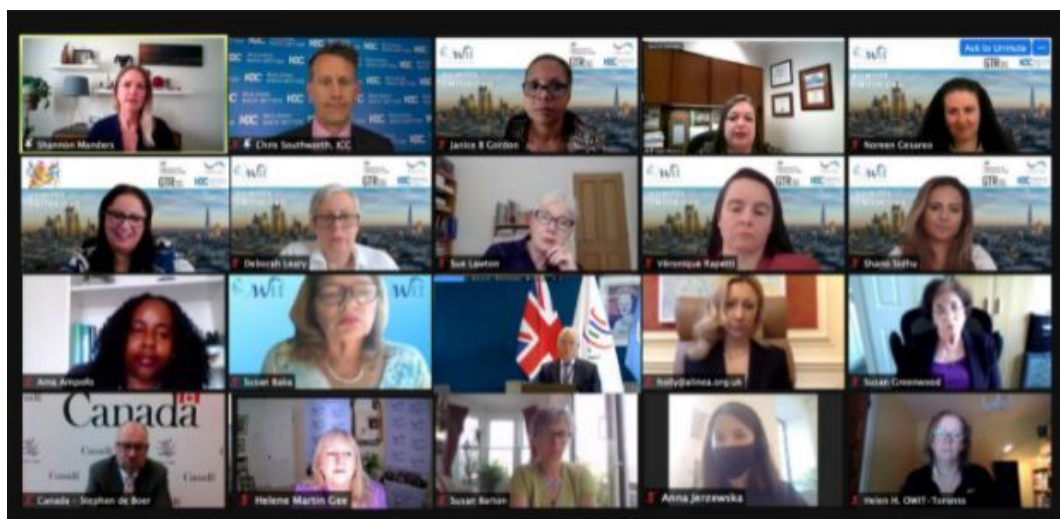
Update Your Profile on OWIT International Website

If you had a profile in the membership directory on OWIT International's old website, it has been automatically exported to the new website and membership directory. Just go to www.owit.org and click on Members Only and Log In. On the Log In page, click Lost Your Password? On the Password Recovery page, enter the email address where you receive OWIT International emails and click Reset Password. You will receive an email to reset your password. Then you'll be ready to update your profile and access your OWIT International member benefits, including webinar registration at the member rate.

OWIT Monterrey Trade Mission Conference in Toronto

In conjunction with a virtual trade mission to Toronto, OWIT Monterrey held a business conference program on June 22 and June 24,, supported by OWIT Toronto. The event covered trending topics in the automotive and IT sectors, investment, and logistics and legal implications in Canada and Mexico. [Read the highlights.](#)

OWIT-UK Chapter Launches



OWIT's International network just got larger with the addition of its newest chapter in the United Kingdom (www.owituk.org). Marked with a high-energy virtual launch on June 23 and an impressive panel of high-level speakers, the event attracted a large turnout of UK and global participants. [Find out who participated.](#)

OWIT International Launches Blue Table Talk Series

OWIT'S BLUE TABLE TALKS

WHAT'S YOUR SOCIAL MEDIA IQ?

Friday, July 23 at 12:00 noon ET

OWIT's Social Media Gurus will share their expertise to boost your chapter's brand, connect with and attract new members!

Featured Guests:
 Kyesubire Greigg, VP of Social Media
 Jen Diaz, OWIT Immediate Past President

Register [HERE](#) for this next installment of OWIT's Table Talk Series!
 (You must register to receive the Zoom Log-In)

**** For OWIT members only.**

OWIT International just held its second Blue Table Talk in June. Hosted by VP Chapter Support Karen Bland, these informal monthly talks with past and present OWIT leaders are informal opportunities designed to give OWIT members the opportunity to relax while chatting and sharing information, tips and strategies to strengthen OWIT chapters. The topic for the first session in May was "Leadership Matters" where OWIT chapter leaders and members discussed what qualities make a good leader, how to effectively recruit board members and how to handle tough conversations related to underperformance.

The topic for June focused on "How to leverage OWIT partners" which was an opportunity to learn about how to benefit as a member from OWIT's various partners and how chapters can help market and promote partnership benefits. Special guests included the Co-VPs of Partnerships, Angela Hoffman and Cortney Morgan. [Read the full article here.](#)

Be sure to participate in the next one on July 23 at 12 pm focusing on how to

Be sure to participate in the next one on July 23 at 12 pm, focusing on how to use social media to promote and grow your chapter. [Register here.](#)

Mentors Needed for Women & Newcomer Entrepreneurs

Are you passionate about supporting entrepreneurs? Help empower an emerging woman entrepreneur or newcomer entrepreneur as a mentor with the [Women's Entrepreneurship Hub \(WE-Hub\)](#) or the [Newcomer Entrepreneurship Hub \(NEH\)](#)!

Scale up with B2BeeMatch



OWIT-Toronto has partnered with B2BeeMatch, an international business matchmaking platform that caters to small and medium businesses. B2BeeMatch helps you find clients in your target markets, and find other small businesses to hire for your needs, whether for a one-off project or a longer-term collaboration. Thanks to detailed profiles and a careful vetting process, you're sure to meet high-quality companies that can help your business get ahead! B2BeeMatch is a woman-led company with a strong understanding of international trade and the importance of scaling. Especially right now, digital networking is a crucial part of any business's plan to expand and thrive. Join [B2BeeMatch](#) today!

Trade and Gender in Free Trade Agreements: The Canadian Approach

Gender equality and the avoidance of discrimination based on gender has been one of the priorities pursued by Canada during trade negotiations in the past, notably through language regarding the elimination of employment discrimination in labour cooperation agreements and [labour chapters in free trade agreements \(FTAs\)](#).

E-Commerce Webinar to Help Access to CUSMA Markets

Under the Canada-US-Mexico Agreement (CUSMA) Committee on Small and Medium-sized Enterprises (SMEs), Canada will participate in a virtual event on July 22 from 2:00-4:00pm (EDT) entitled Accessing CUSMA Markets with E-Commerce: Tools for SMEs to Increase Online International Sales alongside counterparts from Mexico and the US. Participants will learn from Canadian, Mexican and US small businesses, small business counsellors and government experts on tools, strategies, policies and services that assist SMEs in adapting to

EXPERTS ON TOOLS, STRATEGIES, POLICIES AND SERVICES THAT ASSIST CIVILS IN ADAPTING TO digital needs. [Register for free here.](#)

New Report Spotlights Export Opportunities

[Opportunity Knocks: Priority Markets For Ontario's High Potential Sectors](#) looks at how the lack of exporting among Canadian small and medium-size enterprises (SMEs) represents untapped potential, and provides analysis of a broad range of export opportunities available. [Read the full report here.](#)

Canada-Indonesia Trade Agreement to be Negotiated

In June, Canada's Minister of Small Business, Export Promotion and International Trade, Mary Ng, and Indonesia's Minister of Trade, Muhammad Lutfi, announced the launch of negotiations toward a Canada-Indonesia Comprehensive Economic Partnership Agreement (CEPA). Canada and Indonesia will work to identify a date for the first round of negotiations, likely sometime in late 2021.

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/>

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

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

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