



# Organization of Women in International Trade - Toronto Spring Newsletter 2022



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**Join the Opening Session**

**The Mexico Agri-food Advantage:**  
With its geographical advantage, CUSMA, and a 40% food import market...yours for the taking!

- **What resources and tools are available to Canadian women-owned businesses to help you export to Mexico?**
- **What do buyers in Mexico expect from suppliers?**

This is an opportunity for members of the Organization of Women in International Trade (OWIT) and women-owned businesses across Canada to join the participants of this virtual business delegation at the Opening Session and get the expert answers to these questions. Whether you are part of the delegation, a current exporter to Mexico, or want to find out more about this dynamic market to potentially target, you will be sure to walk away with practical tools and tips from our knowledgeable panelists to help you expand your business across borders...not to mention valuable new contacts you will make.

A group of women food exporters from across Canada participated in the March OWIT-Toronto **Women's Virtual Business Delegation to Mexico**, focusing on the agri-food sector and spearheaded by Board member Alma Farias and her committee. The Trade Commissioner Service (TCS)- Mexico organized a full business-to-business matchmaking program; the delegates had a series of one-on-one virtual meetings with potential buyers and partners in Mexico. A big

shout-out to our supporters – [Global Affairs Canada](#) for its support through the [Embassy in Mexico City](#), [Ontario Ministry of Agriculture, Food and Rural Affairs \(OMAFRA\)](#), [EDC](#), [BDC](#), [Women Entrepreneurship Knowledge Hub](#), [BMO](#), [City of Toronto](#), and [Bennett Jones](#). Check out event highlights [here](#).

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## Innovative Approaches to Achieving Sustainability in Global Supply Chains



Join OWIT-Toronto for an insightful session to discuss the underlying causes and trajectory of continued supply chain disruptions, as well as, identify the resources, interventions and innovations needed to ease crippling disruptions, logjams and price hikes. [Register here](#).

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## Member News

### A Special Thank You



We would like to thank [Carolina Soto](#) for her dedication and enthusiasm as OWIT-Toronto Secretary for the last four years, Carolina stepped down from her duties on the Board at our AGM in January 2022. We couldn't have done all our virtual events without Carolina's excellent Zoom skills. Please join us in wishing Carolina success and prosperity in the future. We will miss her at board meetings, and hope to continue to see her at our member events. Carolina is a Commercial Director at Montt Group in Canada, a full service consulting firm that

Commercial Director at Mont Group in Canada, a full service consulting firm that provides one-stop support to mining companies setting up in Latin America.

## New Board Members



Welcome to Rashpal Uppal-Assi, our new VP Education.

[Check out her bio here.](#)

Welcome to our new Secretary, Laura McLeod.

[Check out her bio here.](#)



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## Trade Policy Committee Update



The past year was a busy one for OWIT-Toronto's Trade Policy Committee which provided input and submissions to the Government of Canada on a possible Canada-Indonesia Comprehensive Economic Partnership Agreement (CEPA), possible Canada Ukraine free trade agreement (FTA) modernization, possible accession to the Digital Economy Partnership Agreement, Canada-UK FTA and UK's Possible Accession to the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), GBA+ (Gender Based Analysis) of Canada-Ukraine FTA, and GBA+ of Canada-Indonesia CEPA. Thanks to Co- Chair Maria Marchyshyn for taking the lead on the majority of submissions.

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## Where We've Been



OWIT-Toronto board members represented our chapter at a number of events over the past few months: [The Women Entrepreneurship Knowledge Hub \(WEKH\)](#) invited Helen Hemmingsen and Susan Baka to join an International Women's Day roundtable with the EU Ambassador to Canada, Melita Gabric, and provide input on trade between Canada and the EU.

### Cross-Borders' Virtual Event Attracts Large Audience



The OWIT chapters in the CUSMA/USMCA/T-MEC region - Ottawa, Toronto, Orange County, Los Angeles, and Mexico - and the Los Angeles Small Business Development Center Global teamed up for a collaborative online event on April 5 that attracted over 300 registrants from around the world. It was the first of a series of virtual events on the topic of recovery and resilience in the trade community that highlight the voices of women in trade. This kick-off webinar brought perspectives from the customs agencies in Canada, the US, and Mexico together with three women entrepreneurs from the three countries. [Watch the recorded event.](#) Canadian panelists included Carol West, CEO and President of the Canadian Society of Customs Brokers, and Suzie Yorke, Board Director and Founder, Love Good Fats. [Read their takes on the future of trade.](#)

### OWIT-Toronto Supports Virtual Trade Mission to Africa

The **Canada-Africa**  
Chamber of Business

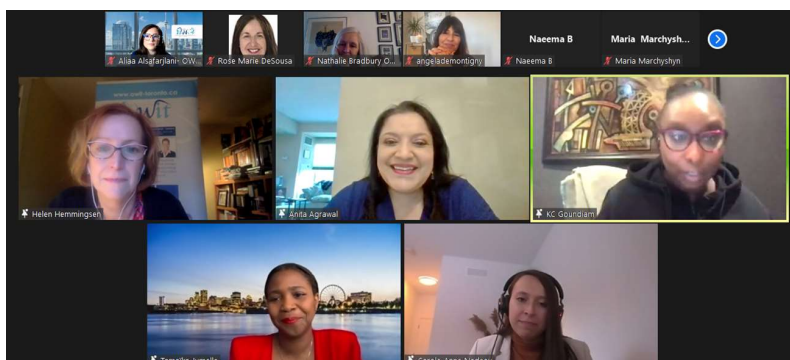


Chambre commerciale  
**Canada-Afrique**

OWIT-Toronto participated in a February training session for the participants of the first Virtual Trade Mission to Africa. For more information, visit [www.owit-toronto.ca](#)

the first virtual trade mission to Africa for women entrepreneurs in renewable energy and the ICT sectors, led by [Global Affairs Canada \(GAC\)](#) and the [Canada-Africa Chamber of Commerce](#). A delegation of 20 Canadian women-owned and women-led companies networked and discussed business opportunities with decision makers and government officials from Botswana, Senegal, South Africa, and Cote d'Ivoire. Our chapter promoted the trade mission to OWIT chapters in Africa, and VP International Susan Baka presented an overview of OWIT activities in Canada and Africa during the training session. For more information on trade and investment in Africa, check out our partner, EDC's latest [Cultural tips for doing business in Africa](#).

## Empowering Women: Celebrating Women in Business and International Trade



OWIT Toronto in collaboration with OWIT Ottawa celebrated International Women's Day on March 10, 2022, through featuring both chapters' members in a panel discussion followed by a virtual networking session. The panelists addressed the barriers and challenges that women are facing in the international trade industry. Karima-Catherine Goundiam and Carole-Anne Nadeau shared how they managed to gain entry into markets like Mexico, MENA, and Africa that women haven't generally made inroads into. Anita Agrawal talked about how she has managed to break the stereotype that only men are suited for manufacturing and what she envisions for women in the manufacturing sector as well as in global trade. Tamaïka Jumelle advised on the partners that are essential to the ecosystem when exporting and growing internationally. Following the panel discussion, attendees and panelists broke into networking sessions, based on the industry – including service-based and product-based breakout rooms – where they shared their success stories and challenges in each sector and made connections with members of both OWIT chapters.

**Don't Miss Out on Any Member Benefits!**

<a href="#">Login</a>	<a href="#">Register as an OWIT Member</a>
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[Lost your password?](#)

Did you know that as a member of one of OWIT's chapters, you are

AUTOMATICALLY part of the OWIT International global network? Your complimentary OWIT International membership adds value to your local chapter membership by offering you added benefits and resources, including:

- Reciprocal benefits and member rate for events organized by any OWIT chapter worldwide
- Member-discounted rate for OWIT International webinars and FREE participation in Members' Only webinars on professional development and special topics;
- Access to an expanded network of business and professional contacts;
- Free listing in OWIT International's searchable online membership directory and password to Members-Only section of OWIT International's website;
- Opportunities for professional growth through participation on OWIT International committees.

As a local chapter member, all you need to do is register your chapter membership on OWIT International's website and create your free member profile today!

[Register here.](#)

If you're not a member of a local chapter, please visit <https://owit.org/owit-chapters/> to learn more about our chapters. If you have questions, please contact [vp-membership@owit.org](mailto:vp-membership@owit.org).

## Member Spotlight



Emily Ingrid Baadsvik

Emily (right) is CEO and Co-Founder of [Wild Tea Kombucha](#), and participated in our Virtual OWIT Canadian Women's Business Mission to Mexico in the agri-food sector in March 2022. With her co-founder, Brigette Freel (left), this dynamic duo combines their enthusiasm and expertise in their Calgary, Alberta small-batch brewery to create delicious and approachable kombuchas that are naturally low in sugar. Emily represented the Canadian National Bobsleigh Team at the Sochi Winter Olympics in 2014. She is currently pursuing

an Executive MBA America's Program at the Smith School of Business at Queen's University.



Helen Alvarez Fernandez

Helen is Managing Director at [BMO Financial Group](#) – North America Cross Border / International Banking. She has a Masters in Economics degree from the University of Sussex, UK. Helen is the BMO representative to the Women Presidents Organization (WPO) – Cross-Border Chapter. The WPO is a dynamic and diverse collective of women business leaders around the world who share insight in groups facilitated to drive game-changing experiences.



Angela Wallace



[Angela Wallace Impact Agency](#) builds brave brands for a better world. As a champion of diverse founders in multiple CPG categories, she drives sustainability to the mass market. She was a Canadian Delegate for the G20 Youth Entrepreneurship Alliance in 2021, in Milan, Italy. Ange is excited to launch her first [podcast series](#), Scale Conscious. You can view Ange's recent article for IWD at "In 2022, We're Betting on Women".



Marie Brossard

Marie created [Lulubelle & Co](#) after finding that her family's eating habits had completely changed; some became gluten intolerant, others lactose intolerant, some vegans and others still consume wheat. So she decided to create baking mixes that would please everyone. She succeeded in creating the perfect blend of gluten-free flours that makes delicious products that everyone, with or without gluten allergies, will love. Lulubelle & Co is certified Bcorp and Women Owned company based in Montreal. Proudly local, her products are entirely developed and manufactured in Canada, including the packaging.

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*To be in "Member Spotlight" of the next issue, please contact us at*

[info@owit-toronto.ca](mailto:info@owit-toronto.ca)

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

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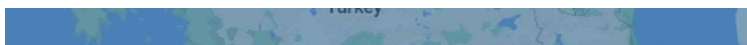
## Belgium Joins OWIT International Family



A big welcome to [OWIT-Brussels](#) that officially launched in January with a virtual ceremony. Congratulations to Jennifer Moriconi and the founding board who spearheaded the start-up of the chapter and are keen to run joint events with other OWIT chapters worldwide.

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## Accessing Market Insights and Opportunities in the Middle East & North Africa Region





**EXPAND YOUR  
BUSINESS INTO THE  
MIDDLE EAST &  
NORTH AFRICA  
REGION**

Join us as we celebrate the partnership between the Canada Arab Business Council (CABC) and the Organization for Women in International Trade - Toronto (OWIT-Toronto)

December 8, 2021  
10:00 - 11:00 am EST

OWIT-Toronto celebrated its partnership with the [Canada Arab Business Council \(CABC\)](#) to provide women-led businesses and entrepreneurs access to market insights and opportunities across the Middle East and North Africa (MENA) region. The partnership was formally announced at a joint OWIT-Toronto and CABC webinar, “[Expand your business into the Middle East & North Africa region](#)” in December, which brought together senior women leaders in the public and private sectors to share a current update on doing business in the MENA region, delve into opportunities at the Dubai Expo 2020 and upcoming events and milestones for companies looking to enter, expand or re-activate their trade and investment efforts in the region. [Read more.](#)

### B2BeeMatch VIBee Member Program



**vibee**

Shoutouts. Shares. Spotlights.

**Exclusive promotional opportunities  
for members only**

**Get started today**

Did you know? If you have a fully completed profile on the [B2BeeMatch](#) platform, you'll be invited to join the VIBee Program. This program promotes B2BeeMatch members through social media, on-site company profiles and more to boost your

members through social media, on the company premises and more to boost your company's visibility and generate leads. All you need to do is sign up, create your profile, and fill it out in full, including all your company's info plus your logo. The B2BeeMatch team can provide you with assistance as needed. [Join today!](#)

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## Women's Entrepreneurship 2022 Report Launched by WEKH



The Women Entrepreneurship Knowledge Hub (WEKH) launched its annual flagship report, [The State of Women's Entrepreneurship in Canada 2022](#) on March 28, along with a fireside chat featuring WEKH's Founder and Academic Director, Wendy Cukier, and Mary Ng, the Minister of International Trade, Export Promotion, Small Business, and Economic Development, as well as a dynamic panel of diverse women entrepreneurs. The report synthesizes government, academic, and expert research to highlight some of the structural barriers facing diverse women entrepreneurs in Canada and examines how the COVID-19 pandemic affected women. [Get the full report.](#)

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## Special Offer for Women to Collision Conference

# ***COLLISION***

[Collision](#), North America's fastest-growing technology conference, will take place in Toronto from June 20 - 23, 2022. Attendees will participate live worldwide, listening to tech CEOs, international policymakers, and global cultural figures, with the opportunity to chat and engage with some of the world's most influential companies and fastest-growing start-ups. Collision is offering a "[Women in Tech](#)" program, granting 90% off a pair of General Admission tickets for eligible attendees. That's just CA\$67.20 for two tickets. Your tickets will give you access to exclusive women in tech extras, including the Women in tech Lounge; masterclasses; and roundtables. There are limited Women in Tech tickets available, so [act fast!](#)

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## Tribute to Maggie Weaver



OWIT-Toronto pays tribute to one of our members, [Maggie Weaver](#) - a great proponent of trade - who passed away from cancer on January 12, 2022. Mary Anderson, a Former OWIT-Toronto President who worked with Maggie, shares this message: "Maggie was an excellent researcher, had a passion to both teach and mentor and was fascinated with international trade. She developed the content for the inaugural Brazil Canada Chamber of Commerce website and edited a daily news bulletin about international trade that was provided for years to members of I.E.Canada (Canadian Association of Importers and Exporters). She truly had such an infectious smile and it was a joy to be in her company. Maggie will be greatly missed particularly by those who had the pleasure of receiving her help and support with insights and information."

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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/>

**Canada Arab Business Council:** <https://c-abc.ca/>

**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**

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