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### Editor's Note

Welcome to the holiday edition of OWIT-Toronto's *Getting Connected*. As 2005 comes to an end, it's a good time to reflect on the successes of the year, and what lies ahead.

2005 was an active year for OWIT-Toronto, its board and its members. We hosted a number of events that continued the tradition of professional development, drawing on experienced members of our community who've learned the hard way that exporting can be both challenging and rewarding. Topics covered included export financing, doing business in emerging markets, breaking into the global entertainment industry and proper preparation for trade missions.

Our student chapter also designed a session geared at students seeking to choose and maximize internships. The student chapter has grown tremendously and contributed to the overall growth of OWIT-Toronto this year. Many thanks also go out to the student volunteers who have assisted with the newsletter and who have helped our events to run seamlessly.

Board members **Susan Baka** and **Amanda de Vogel** participated in two international board meetings on behalf of our chapter, and contributed input toward the revamping of the international web site. Watch for the new, improved site at [www.owit.org](http://www.owit.org) soon.

The year witnessed major achievements by women in the export community. The Canadian Association of Importers and Exporters named **Mary Anderson**, Co-President of OWIT-Toronto, as its first woman president. In October, the Honourable **Sarmite Bulte**, MP, was appointed Parliamentary Secretary to the Minister of Industry with special emphasis on Women Entrepreneurs. Lastly, two women - **Vivian Ojala** of Brock Solutions, Kitchener/Waterloo, and **Cyndi Butcher** of Russell A. Farrow Custom Brokers Ltd., Windsor - were among the recipients of the 2004 Ontario Global Traders Awards.

OWIT-Toronto also continued its traditions of mentorship and collaboration. Board member **Alma Farias** has been successful in working to facilitate the set-up of an OWIT chapter in Monterrey, Mexico. We've also welcomed the opportunity to collaborate with IE Canada and other women's business organizations.

We are also proud to continue to honour the spirit of **JoAnna Townsend** and her tireless work for women entrepreneurs with our 2<sup>nd</sup> annual award. The award is presented annually to a woman in Ontario whose efforts have made a difference to women exporters. You can learn more about the award and JoAnna on our website.

In 2006, OWIT-Toronto will continue to bring you dynamic programming and resources to help you do business internationally. We also continue to welcome volunteers with new ideas to the organization. It's with your input that we'll continue to grow, benefit and serve the needs of women exporters.

### OWIT – Toronto's Revamped Website Goes Live!

In an effort to better meet the needs of our members, OWIT-Toronto is pleased to announce the launch of its revamped website. Improved content presented in a more accessible format will enable members and visitors to learn more about OWIT-Toronto and to tap into the valuable resources the organization offers to women exporters via events, mentoring and international connections with OWIT members worldwide. Many thanks to Allyson Warden of Bay Communications & Marketing Inc. and to Mary Stubbert of Atomic Media Designs for all their work.

Want to learn more about the organization, its benefits and how you can get involved? Visit [www.owit-toronto.ca](http://www.owit-toronto.ca) today!

# Winner of 2<sup>nd</sup> Annual JoAnna Townsend Awards Announced

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**Susan Langdon**, Executive Director of the Toronto Fashion Incubator, was the second annual **JoAnna Townsend Award** recipient. The award, supported by *International Trade Canada, Industry Canada's Network for Women Entrepreneurs, Export Development Canada, Hodgson Russ, Ann Wylie Toal Designs* and *CMI Cosmetic Manufacturers Inc.*, recognizes a woman in Ontario whose achievements and advocacy assist women in expanding their businesses internationally. The award was presented at a ceremony themed *In Praise of OWIT Women* in Toronto on September 20, sponsored by *Grant Thornton LLP*.

"I was thrilled to receive the prestigious JoAnna Townsend Award," says Susan. "It came as an unexpected but delightful surprise, particularly considering the high calibre of talent among the finalists."

Susan was selected for her outstanding contributions in encouraging Canadian fashion designers to enter the international trade arena. Her career in fashion has spanned over 25 years, during which she has been a successful designer with her own award winning label.

Susan, the Executive Director of the Toronto Fashion Incubator, educates and mentors young fashion designers to develop and expand their business capabilities. With her assistance, a number of young Canadian designers have achieved success in fashion centers around the world.

The award honours the memory of JoAnna Townsend, a champion of

women exporters, who died last year after a courageous battle with cancer.

Susan was presented with the award, along with a pin created especially for the winner by designer Ann Wylie Toal. The award garnered interest in the press and Susan was interviewed by CBC Radio in Montreal.

Award finalists who have also made significant contributions to support women in international business included:

## Robin Kay

President, Fashion Design Council of Canada

## Dr. Barbara Orser

President, Equinox Management Consultants Inc.  
Co-Holder, Deloitte Chair in the Management of Growth Enterprises, University of Ottawa

## Deborah Turnbull

Vice President, International Trade Development Canadian Manufacturers and Exporters

Special guests at the event included a delegation from the Indonesian Business Women's Association and both Ida Townsend, JoAnna's mother, and her husband, Ted Friesen who helped to present the award.

Keynote speaker **Joy Rosen** of Portfolio Entertainment Inc. gave a humorous presentation highlighting the challenges she and business partner, Lisa Olfman, faced in the development of their company, now a world-class production and distribution firm extremely active in the global market.

She emphasized the importance of building relationships and partnerships and the need for persistence when approaching exporting.

## Member News:

### Sonja Perovic profiled in International Trade Canada Publication

**Sonja Perovic**, President of Loopmedia ([www.loopmedia.com](http://www.loopmedia.com)), was featured this fall in a special International Trade Canada *Going Global* supplement featuring women entrepreneurs who've found success in export markets. Loopmedia provides animation design and branding solutions for the television, film, advertising and new media industries.

Sonja believes a successful export business is all about developing relationships, with effective networking being a major component of that strategy. Sonja carefully researched target markets within the U.S., utilizing Canada's Trade Commissioner Service to identify potential clients. She and her sales team then did targeted follow up with prospects as they could better sell the benefits of their services. The strategy was successful as Loopmedia has grown its U.S. exports to almost half of its business in just three years.

Some other strategies that Sonja recommends when marketing to U.S. clients: look at positioning yourself as a partner, not a supplier; be aware of subtle cultural differences; price in U.S. dollars; and join trade associations, as they are an invaluable source of information.

## Past Event Summaries

**November 2005**

### ***Style, Substance...and Holiday Cheer***

*By Primelyn Guarin*

OWIT-Toronto celebrated another successful annual holiday event in November, hosted by Cassels Brock & Brockwell LL.P. **Susan Langdon**, executive director of the Toronto Fashion Incubator (TFI) [www.fashionincubator.on.ca](http://www.fashionincubator.on.ca) and OWIT-Toronto's 2005 JoAnna Townsend Award recipient, talked about the Incubator and provided an insider's look into what will be hot this spring in Toronto.

The event also showcased four of Toronto's hottest designers, who displayed their innovative accessories to the participants. Featured designers included:

**BÉBIS DESIGN, ACQUAMARINE, LEAH BAZIAN** and **JABBERDUST**

Susan talked about TFI and the services it provides. A non-profit organization established in 1987, it is dedicated to helping and supporting new entrepreneurs in the fashion industry. This is done by providing showrooms,

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**October 2005**

### **OWIT –Toronto Partners with Canadian Association of Importers and Exporters (IE Canada) at their 74<sup>th</sup> Annual Conference**

*By Gail Morris*

#### ***Minimize Risks While Optimizing Trade Relations in Emerging Markets***

OWIT-Toronto partnered with IE Canada for this event, enabling our members to attend a session addressing trade opportunities in China, Brazil, India and Russia.

The panel session, moderated by **Dwayne Wright**, Executive Director, Trade Facilitation Office (TFOC), (founded originally by the Canadian International Development Agency, which now operates as a not-for-profit, non-governmental agency) included **Marvin Hough**, Regional Vice President, Asia, International Business Development, Export Development Canada (EDC); **Paul Lalonde**, Partner, Heenan Blaikie LLP and **Doug Geralde**, Director Corporate Audits and Investigation, Canadian Standards Association.

The presenters stated that developing markets comprise more than 80% of the world's population with a growing middle class, a key indicator of economic health.

The Canadian Government's priority markets are Brazil, China, India, Mexico and Russia. More and more

subsidized studios, a resource centre, supplier discounts and publicity exposure such as an annual media breakfast at the Drake Hotel. Here TFI members have the opportunity to network with key industry buyers and media representatives.

TFI is the first of its kind in the world and a model for cities such as New York, Sydney, Kobe and Dublin. Susan also highlighted a few members of TFI who have successfully exported to the United States.

TFI assisted these companies to participate in key trade shows in the U.S. market and provided customs and documentation resources to gear the companies up for exporting as this is one area that designers are often most challenged by.

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SME's are playing a role. The growth sectors in these emerging markets are Environmental products, Information Technology and Software.

Marvin Hough of the EDC provided some useful tips for companies exploring emerging markets:

- ❖ Use common sense when managing risk
- ❖ Discuss your export prospects early with your financial institution
- ❖ Don't rely on one source for credit information - EDC is a resource that can help assess your future partner's financial situation, via EDC's local representation in these markets

Paul Lalonde, an expert in patent law, talked about China and the great opportunities that exist for growth "as long as expectations are properly calibrated". Hough recommended that companies file their patent and trademark in China and said that China's Patent/Trademark office is the busiest one in the world and that the Chinese Government does adhere to the laws governing trademarks and patents.

Doug Geralde of the CSA discussed the importance of product certification to ensure authenticity when looking to do business in developing markets.

All of the speakers stressed the importance of "building" the right partners, not just finding the right partner. Once a suitable partner has been chosen, spend time with them, be visible and establish a mechanism for ongoing monitoring of the business and relationship.

## Welcome to our new members

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We also welcome our newest corporate member, Hodgson Russ [www.hodgsonruss.com](http://www.hodgsonruss.com)

Including staff members:

Pam Heilman  
Anita Costello  
Alice Joseffer  
Carol Fitzsimmons  
Anne Simet

## Upcoming Events

### OWIT – Toronto’s AGM

Join OWIT-Toronto for our Annual General Meeting, December 16<sup>th</sup> at 8:00 am  
Location: Bb33 Bistro and Brasserie (inside the Delta Chelsea Hotel), Toronto.

The purpose of the meeting is to elect board members, review the annual report and financial statements and discuss other topics that are raised. If you are interested in attending, please contact: Amanda de Vogel [amanda.devogel@sympatico.ca](mailto:amanda.devogel@sympatico.ca)

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### Watch for our 1<sup>st</sup> Quarter 2006 Event Schedule

- Sales & Marketing Techniques to Develop International Business –TBA
- Student Corner: Exploring Careers in International Trade – see below

### Other women in business events for 2006 include:

- FITT Conference, June 13-14, 2006, Halifax [www.fitt.ca/conference/2006/](http://www.fitt.ca/conference/2006/)
- OWIT International’s Annual Conference, San Francisco, Fall 2006: [www.owit.org/conference.asp](http://www.owit.org/conference.asp)

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## Student Corner:

**Mark the date!** Find out everything you want to know about “*Careers in International Trade*” at the next OWIT-Toronto student event.

**Date:** January 26<sup>th</sup>, 2006

**Time:** 5:00 – 7:00 pm

**Location:** Woodsworth College, University of Ontario

This event will provide students an idea of what to expect when entering the work force. Speakers from various fields in international trade will talk about how they got involved in their field, typical entry level positions, salary expectations, and career progression.

For more information on the event, please contact Katrin Spence at [katrin.spence@gmail.com](mailto:katrin.spence@gmail.com).



*The board of OWIT-Toronto wishes all of our members, friends and partners a very Happy Holiday and a healthy and prosperous 2006!*