

CANJAM TRADING LTD.

Grace White, Owner



Grace White

In 1989, entrepreneur Grace White began a seafood business, CanJam Trading Ltd., from her basement in Dartmouth, NS.

White saw an opportunity to export Canadian seafood products to her native Jamaica and she seized that opportunity. Five years later, in 1994, her company hit \$6.5 million in sales. By 1999, sales had soared to more than \$50 million.

White knows the risks associated with exporting and has learned some hard lessons along the way. An Export Development Corp. customer since 1997, she credits EDC's support as a key component to her firm's terrific growth in recent years. "When I first started the business 11 years ago, we had a big buyer that made up the bulk of our business. But when they went under, we nearly did too," explains White. "It was a hard lesson to learn, but now we insure our receivables through EDC, protecting our bottom line and our future."