

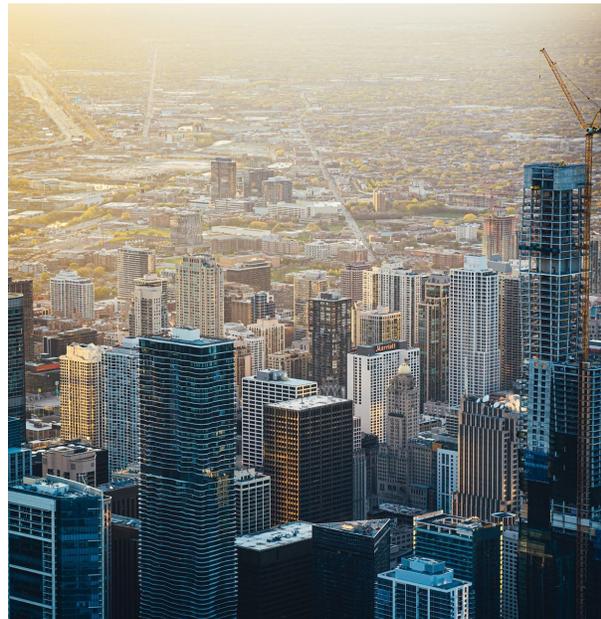


## Organization of Women in International Trade-Toronto NEWSLETTER OCTOBER 2019



### In this issue:

- The 19th OWIT International Conference
- Virtual Discussion Event by OWIT International
- Award of Excellence Reception: Promoting Diversity in Trade Law
- First Canadian Women-only Business Mission to South Korea
- Summit Brings Role of Women Business Centerstage
- Participate in Canada-EU CETA Civil Society Forum
- 2019 Diaspora Film Festival Opens



## The 19th OWIT International Conference



The Organization for Women in International Trade (OWIT) and the OWIT Tampa Bay Chapter are hosting OWIT's 19th World Conference this year in Tampa, Florida, on October 24, 2019 with the theme 'Year of the Woman'.

The Tampa Bay region is growing with entrepreneurship and business development at its core. Over the course of the conference, participants, comprised of OWIT global chapter members, partners, and attendees, will be given extraordinary access to trade experts, networking opportunities, and business insights. Indeed, OWIT's vision for its members and participants is ambitious: to empower women in both developed and emerging nations and throughout the world to powerfully shape international trade.

### SCHEDULE OF EVENTS

#### Wednesday, October 23

Tampa Business Day

Join our tour to find out how Tampa went from "Cigar City" to an urban center for international trade! The Tampa business tour will bring participants to some of the most innovative and unique highlights in our downtown area. The tour will be an excellent platform for conference attendees to answer the question – Why Tampa Bay?

#### Thursday, October 24

#OWITConTampaBay - Year of the Woman! 8:00 AM - 3:00 PM

Port Tour (Subject to Weather) 4:00 PM - 5:15 PM

Awards Dinner 6:30 PM

#### Friday, October 25

OWIT Board Meeting. All are welcomed to attend!

[Register here.](#)

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## Virtual Discussion Event by OWIT International

The OWIT Virtual Chapter presents its latest OWIT member highlight and discussion event on Thursday, November 7, 2019 at 10 a.m. The discussion will feature two OWIT members, who will introduce themselves and provide a brief presentation. After our featured members speak, we will ask participants to introduce themselves, and there will be time for a Q&A and general discussion. We hope that this event allows participants to network and make

connections among OWIT virtual and chapter members! This event is free to current OWIT members (both virtual and chapter members). The event will last one hour.

Our featured speakers will be Dr. Joynicole Martinez and Wendy Epley.



Dr. Joynicole Martinez is founder and CEO of the Alchemist Agency, a management consulting firm focused on building the capacity of purpose driven nonprofit organizations, corporation, and executives.

For more than 30 years, Wendy Epley's career expands across many industry leaders including Honeywell, Schering-Plough Pharmaceuticals, Arthur Andersen LLP, and Caterpillar. Wendy has worked in the field of Regulatory Trade Compliance since 2008 while at Honeywell and then broadened to help universities such as the University of Miami and New York University establish and manage their export compliance programs.

[Register here.](#)

## Award of Excellence Reception: Promoting Diversity in Trade Law



[l to r] Patricia Goff, Senior Fellow, Centre for International Governance Innovation and Professor of Political Science, Wilfrid Laurier University; Jessica Horwitz, Program Chair and Associate, Bennett Jones LLP; Honoured award recipient Valerie Hughes, Bennett Jones LLP; Fernando Acuña, Trade Commissioner of Chile in Canada and Carolina Soto, Assistant Trade Commissioner of Chile in Canada and OWIT Director.

The Ontario Bar Association (OBA) organized a keynote address and panel discussion in October with this year's recipient of the OBA Award of Excellence in International Law, Ms.

Valerie Hughes, and other leading practitioners highlighting the challenges and opportunities in promoting diversity in trade law.

Valerie is a WTO expert who runs a practicum program at Queen's University in which students advise organizations pro bono on opportunities under international trade agreements and public procurement and conduct other legal and policy research projects with a focus on promoting diversity in trade.

Despite ever-increasing evidence that the economic empowerment of women and people of diverse backgrounds facilitates sustainable economic development and yields greater productivity and economic growth, women and minority entrepreneurs continue to face disproportionately complex barriers to accessing economic opportunities. An interesting panel discussion took place with Valerie, Patricia Goff and Fernando Acuña..

Bennett Jones has been a partner of OWIT for years, and it was thanks to the connection with our OWIT Director, Carolina Soto, Assistant Trade Commissioner of Chile in Canada, that discussion of the Canada-Chile FTA gender and trade chapter was included in the panel discussion. The trade and gender chapter in the modernized Canada-Chile Free Trade Agreement (FTA) is an archetypal example of how state governments are starting to prioritize diversity initiatives in trade agreements.

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## First Canadian Women-only Business Mission to South Korea



As a result of the success achieved by the first women-only trade mission to Japan that the Asia Pacific Foundation Canada led this past April, four more women-only business missions to other key markets in Asia are being organized, supported by the federal government

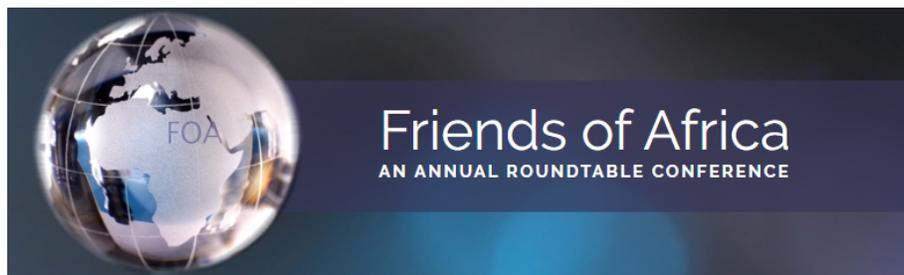
South Korea as the next destination because it is the only country in Asia with which Canada has a bilateral FTA. The First Canadian Women-only Business Mission to Korea will be from February 27-29, 2020.

The mission will include a two-day visit to Seoul (one day for a conference to compare notes on broader gender policies including gender economic advancement initiatives in our two countries and one day for business to business meetings) followed by a day visit to a city outside of Seoul where delegates can observe some of Korea's smart city innovations in action.

For more information and to apply, please [visit here](#).

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## Summit Brings Role of Women Business Centerstage



OWIT-Toronto participated in The Friends of Africa Economic Development Summit, hosted over a two-day event in Toronto in October, which brought together high-level public and private sector representatives from African countries including Ethiopia, Ghana, Morocco and Nigeria with their Canadian counterparts. The interactive dialogue was focused on facilitating collaboration and delving into strategic opportunities to fast-track innovative growth in entrepreneurship development across diverse sectors.

[Read more.](#)

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## Participate in Canada-EU CETA Civil Society Forum

Save the date and have your say - Tuesday, November 12, 2019 from 8:30 a.m. to 5:30 p.m. Eastern Time, Ottawa or by livestream web-link.

Join our partner Global Affairs Canada in an interactive dynamic event on Tuesday, November 12, 2019 from 8:30 a.m. to 5:30 p.m. Eastern Time. The event jointly facilitated by the Government of Canada and the European Union will be held at Victoria Hall, 111 Sussex Drive, Ottawa, Ontario, Canada, K1N 1J1 for in-person attendees. The Forum is also accessible virtually via livestreaming in both English and French. Registration forms are available upon request through email at [CSFregistration-inscriptionFSC@international.gc.ca](mailto:CSFregistration-inscriptionFSC@international.gc.ca) before November 1, 2019. Technical details for virtual participants will be provided after event registration.

[Read more.](#)

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## 2019 Diaspora Film Festival Opens



The 19th edition of Diaspora Film Festival (DFF) runs from November 1-3, 2019, at Jackman Hall, Art Gallery of Ontario and Ryerson University Rogers Communications Centre. The theme this year is Language of Diaspora.

The DFF showcases films that explore themes of migration, identity, and inter-cultural exchange. It provides Toronto audiences with a unique opportunity to experience the cultural mosaic of the world through film and promote tolerance and understanding through visual storytelling.

For detailed descriptions of the films and events, visit [here](#).

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## Check Out What our OWIT-TO 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/>

**WEKH** - Women Entrepreneurship Knowledge Hub: <https://wekh.ca/>

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**OWIT - Toronto Chapter**

Website: <http://www.owit-toronto.ca> || Email: [info@owit-toronto.ca](mailto:info@owit-toronto.ca)

P.O. Box 715, 31 Adelaide Street East,

Toronto, Ontario M5C 2J8 Canada

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## Organization of Women in International Trade-Toronto

NEWSLETTER NOVEMBER 2019



## *2019 Annual General Meeting*

& HOLIDAY RECEPTION

### **In this issue:**

- OWIT Toronto Annual General Meeting and Holiday Reception
- 19th OWIT International Conference was a Huge Success!
- OWIT-Toronto Partners with EntrepreneursPoint
- CETA Summit Advances Inclusive, Sustainable and Equitable Trade Goals
- Supporting Next Generation of Young Female Entrepreneurs
- Women's Roundtable Provides Insights into French Market
- EDC Webinar to Highlight 2019 Global Risks & Safeguards
- Incoterms Training Offered
- Happy Global Entrepreneurship Week!



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## OWIT Toronto Annual General Meeting and Holiday Reception

OWIT-Toronto will mark the end of 2019 with a festive networking and holiday event on December 10, hosted by Bennett Jones and featuring an informal chat with two successful women exporters, following our Annual General Meeting.



Myra Sable founded [Sable & Rosenfeld](#) out of her kitchen in 1970, while working as a part-time restaurant reviewer in Toronto. Starting with a home recipe for Russian Mustard, she meticulously grew the product line into what it is today, specializing in gourmet appetizers and condiments, sauces and cocktail garnishes. Myra was the recipient of OWIT's Women Exporter of the Year Award (2019)



Barb Wilmer is the Director of Sales for Racer Machinery International and has had decades of success in the steel industry and currently in the advanced manufacturing sector. Barb specializes in relationship building, lead generating and currently handles all of Canada and Latin America. Barb participated in OWIT Toronto's trade mission to Monterrey, Mexico in February 2019, and we look forward to hearing her tips and lessons learned.

### Date & Time:

Tuesday, December 10, 2019

Networking Reception: 6:00 pm to 8:00 pm

(OWIT's Annual General Meeting will take place from 4:00 pm to 5:15 pm, prior to the networking reception)

**Place:**

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

**Tickets:**

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

*Special Thanks to our Sponsor!*



**Bennett Jones**

[Register here!](#)

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## 19th OWIT International Conference was a Huge Success!



Businesswomen from 20 chapters of OWIT International gathered in Tampa, FL in October to participate in OWITConTampaBay - the 19th Global Conference for OWIT. With the theme "Year of the Woman", the conference featured a Tampa Bay business tour, conference

program, port tour, awards dinner and OWIT International board meetings.

### Day 1 of #OWITConTampaBay!



Day 1 featured a Tampa Business Day Tour, sponsored by the Tampa Hillsborough EDC! The tour was fascinating and showcased Tampa's growth, entrepreneurial spirit, and large military presence.

### Day 2 of #OWITConTampaBay!



Day 2 featured the OWIT International 19th Global Conference. Speakers joined the conference from all over the globe (Nairobi being the furthest). As past OWIT International Women of the Year recipients, two of our members - Alma Farias and Susan Baka - were part of the kick-off panel - *In Praise of OWIT Women of the Year: Retrospectives & Perspectives*, that was presented by OWIT-Toronto. The conference was followed by a Port Tampa Bay Harbour Tour and the TBOWIT Annual Awards Dinner, featuring inspiring speakers.

### Day 3 of #OWITConTampaBay!





OWIT International President Jennifer Diaz led an open OWIT International Board meeting featuring interactive sessions, and chapter best practices.

## OWIT-Toronto Partners with EntrepreneursPoint



OWIT-Toronto is partnering with the recently launched EntrepreneursPoint (LINK) to advance a community of innovative women entrepreneurs. OWIT-Toronto women-led businesses, start-ups and those looking to grow will receive a 10% discount on entrepreneurial working spaces. The business incubator program offered by EntrepreneursPoint provides the necessary resources to take businesses from the planning stages to reality, with the aim to assist women entrepreneurs to grow existing businesses, and enable them to level up and advance to a state where they can pursue opportunities in domestic, regional and global markets.

[Read more](#)

## CETA Summit Advances Inclusive, Sustainable and Equitable Trade Goals



During the November Civil Society Summit on the EU-Canada Comprehensive Economic and Trade Agreement (CETA) in Ottawa, detailed discussions along the key themes of Trade and Sustainable Development, Trade and Labour, and Trade and Environment were deliberated. At the core of the discussions, stakeholders and participants from both Canada and the EU civil society pushed forward a pro trade agenda incorporating inclusive, sustainable and equitable norms in the CETA.

[Read more.](#)

## Supporting Next Generation of Young Female Entrepreneurs



OWIT-Toronto participated in an innovative one-day 'Professional Membership Showcase' event hosted by the University of Guelph Humber offering students access to networking and professional development opportunities through joining an association. The career building and placement services workshop held in November offered information and guidance to students on career plans and professional goals from over 10 specialized associations, including OWIT-Toronto alongside others like the Chartered Professional Accountants of Ontario and Canadian Society of Association Executives.

[Read more.](#)

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## Women's Roundtable Provides Insights into French Market



OWIT-Toronto participated in a lively roundtable discussion organized by Global Affairs Canada with Ambassador Isabelle Hudon, the first female Canadian Ambassador to France. She outlined opportunities for Canadian exporters in the French market with a population of 67 million and noted that “love capital for Canadian businesses is huge in France”, emphasizing there is a growing appetite to learn more about Ontario.

Other topics discussed included Canada's free trade agreement with the EU, [CETA](#), trade missions for women (one upcoming to [Paris and Brussels](#) the end of January) and [CanExport funding](#), with attendees sharing their experiences and perspectives.

Among the Ambassador's tips for ensuring success: Invest time to get to know potential partners and understand the culture Access [the Trade Commissioner Service](#) for market knowledge and to help introduce you to partners Be very confident in your dealings but don't focus on your gender.

For more information on how TCS can help, connect with Viktoria Palfi at [Viktoria.Palfi@international.gc.ca](mailto:Viktoria.Palfi@international.gc.ca), the Business Women in International Trade contact point in Toronto.

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## EDC Webinar to Highlight 2019 Global Risks & Safeguards

Whether you're already exporting or are thinking about it, this free EDC Taking on global risks with Peter Hall webinar will show you how to successfully navigate today's exporting challenges and achieve international success. EDC's economics team has identified the most important economic, financial, social and political risks for 2019, and their panel of trade experts will explain how to navigate them in the webinar on Nov 28 from 1 to 2 p.m. ET.

Join to discover:

- The global risks identified by the EDC economics team
- How protectionist policies impact global trade, and what they mean for Canada
- The benefits of having a risk-management strategy
- How an exporter like you navigated the ups and downs of the economy with a risk-management plan

[Register here.](#)

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## Incoterms Training Offered

On January 1, 2020, the updated International Chamber of Commerce Incoterms® will come into effect. The World Trade Centre Toronto, in partnership with FITT and the Canadian Chamber of Commerce, is offering the only ICC-recognized Incoterms 2020 training course on December 4 in Toronto. It is designed to help businesses gain an understanding of the new rules and avoid business disruption.

Since non compliance with the new rules can lead to supply chain disruptions and increased costs, Canadian businesses that deal in the movement of goods, trade finance or trade contracts are encouraged to attend this training.

For more details and to register, [visit here.](#)

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## Happy Global Entrepreneurship Week!

Here is a statement from **Prime Minister Justin Trudeau**... and be sure to check out the resources by clicking on the links: "...Women entrepreneurs create jobs and build economies that work for everyone, yet fewer than 16 per cent of Canadian businesses are owned or led by women. Last year, we announced Canada's first [Women Entrepreneurship Strategy](#), to help women access financing, talent, networks, and expertise. [The Business Women in International Trade](#) program also opens doors for Canadian women-owned businesses to expand into global markets..."

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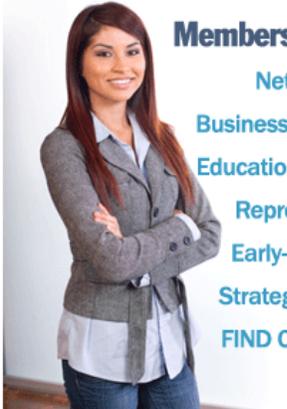
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**WEKH** - Women Entrepreneurship Knowledge Hub: <https://wekh.ca/>

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