

# business Women IN INTERNATIONAL TRADE



## Connecting to Opportunities: Increase your Global Profile!

*credentials... trade missions... partnering... certification... media... guarantees... awards...*

- 1. Promote credentials.** Demonstrate that your firm employs competent, certified professionals.
- 2. Participate in trade events.** Trade missions, trade shows and networking events create new contacts and build your profile.
- 3. Partner with a well-known firm.** Instant credibility can be achieved by partnering with a large, well-known international firm.
- 4. Become certified.** Certification to a profession or quality standard may help your company to be taken seriously in a bidding process.
- 5. Use the media.** Write unsolicited articles that could be published in industry journals.
- 6. Offer free trials or guarantees.** This will help alleviate doubts foreign buyers may have.
- 7. Compete for an award.** Being nominated for, or winning, an award sends a positive message to potential clients.

*"I was invited to participate in the San Francisco trade mission. The connections and appointments made by the Trade Commissioner there for the launch of our new product were invaluable."*

**Heather Angel, Trumps Fine Food, Vancouver, B.C.**