

EXPORT TO CANADA NEWS

INFORMATION · ADVICE · CONTACT

“IMPROVING LIVES THROUGH SUSTAINABLE AND INCLUSIVE TRADE”

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IMPACTING LIVES THROUGH TRADE AND BUSINESS

Dear Partners in Trade,

It is with bitter-sweetness that I write this letter, bitterness because Trade Facilitation Office Canada's Canadian Market Access and Capacity Building Services (CMAS) project is drawing to a close, and sweetness because when we look back, we can see all that has been accomplished by our clients.

We can easily account for our accomplishments in CMAS through data: over 250 exporters supported through trade missions achieving over \$18 million in sales, and across many other datapoints. However, more compelling is to tell the accomplishments of CMAS through the stories of those who participated in the program. Among these are Protima Chakraborty, managing director of Jute Land in Bangladesh who has grown her business from 25 to 500 employees, and Bunnak Norm, director of Village Works in Cambodia who has trained an additional 40 women artisans because of the additional sales achieved through participation in the CMAS program. Moreover, the growth and success of these businesses have created opportunities and better futures for many.

Clearly, participating in trade creates the possibility to grow markets, increase capacity and sell more goods. What we must keep sight of is how trade and business activities positively impact the lives of low-income earners in developing countries. With these greater employment opportunities created by those who participated in the CMAS program, families have more income for nutrition, education for their children and a higher standard of living.

Although CMAS is closing after a highly impactful five years, it is with great hope that I look toward the future with the next phase of the program. We have learned so much and we look forward to applying those lessons in future opportunities to grow trade in sustainable and inclusive ways in developing countries.

Yolanda Banks

Chair person

TFO Canada Board of Directors



Village works Cambodia team

FIVE YEARS OF IMPROVING LIVES THROUGH INTERNATIONAL TRADE

As I look back over the past five years of working on TFO Canada’s flagship project Canadian Market Access and Capacity Building Services (CMAS), I am filled with pride in what we have been able to accomplish together. While it is impossible to list everything that we have done in one article, or even an entire newsletter, I would like to offer a bit of a retrospective.

At the start of this project, our team had much to do in terms of providing information and creating innovative content on our website, travelling to developing countries to deliver “Exporting to Canada” seminars and forging partnerships with trade support institutions, and activating numerous trade missions and events. While the first year was very fast paced, it set the foundation for the next four years.

The second year saw the start of our Trading Partners Responsive Facility (TPRF) where the focus was assisting developing countries, and in particular their SMEs, to take advantage of new export opportunities created by free trade agreements with Canada. We published an amplified version of the guide on exporting to Canada and renamed it “Access Canada”. We also hosted five focused workshops for training and export planning with trade support institutions from fifteen different partner countries and hosted them in both Montreal and Toronto.



The third year of the project saw the start of a very innovative approach working directly with eight Least-Developed Countries in the specialty textile/garment sectors. It is an initiative that we call “Artisan Hub”, www.artisanhub.ca. TFO Canada also began a very interesting project with member countries from the Pacific Alliance focusing on Agro-food and we supported Costa Rica for a trade in services program called “Gateway to Trade”.

Year four was marked by our collaboration with the International Islamic Trade Finance Corporation as well as Global Affairs Canada on a project in West Africa called “Export Launchpad – Senegal”. Thirty companies from the Artisan Hub initiative made their way to the Apparel Textile Sourcing Canada show in Toronto and twenty companies from the Pacific Alliance attended the Grocery Innovations Canada show later in the fall.

In the last year of the project, we have been very active with many of our partners with an eye towards completing all initiatives with a great amount of success while delivering development impact. All of this was accentuated and recognized at a Project Closing Event hosted at Global Affairs Canada in mid-November.

While it is true that much has been accomplished over the past five years, we all know that there is still plenty of work ahead of us. It is with this in mind that TFO Canada shall remain ever vigilant in the delivery of our mission of improving lives through the creation of sustainable trade partnerships for exporters from developing countries with Canadian and foreign buyers.

Steve Tipman
Executive Director



ARE YOU READY TO EXPORT?

BE READY! January 15, 2019 Safe Food for Canadians Act and Safe Foods for Canadian Regulations comes into effect

For the past 3 years TFO Canada has been keeping you up-to-date on the progress on the Safe Food for Canadians Regulations: we have held webinars for producers and training sessions on the topic for Trade Representatives posted in Canada. The Safe Food for Canadians Regulations were finalized and published in Canada Gazette, Part II on June 13, 2018.

The regulations will come into force on January 15, 2019 which come with numerous new requirements. An important requirement to note is that importers will need a licence to import food into Canada effective on this date or July 15, 2020 depending on the food commodity. Be sure to work with an importer that has a licence or find out if your current importer has one. The Canadian Food Inspection Agency (CFIA) has provided producers and importers with [timelines](#) to guide their transition towards meeting the new requirements.



To get more details on this exciting development you can review the updated information and guidance for industry on the CFIA website (<http://inspection.gc.ca/safefood>), which includes:

- [A special edition of the CFIA Chronicle](#), which features a series of stories including [What we heard and how we updated the regulations](#)
- [Toolkit for businesses](#) which includes:
- [Licensing interactive tool](#)
- [Preventative Control Plan \(PCP\) interactive plan](#)
- [Traceability interactive tool](#)

Top Five Tipman's Trade Tips:



Since 2015 of the E2C newsletter our executive director has been providing you with tips to help with your market access strategies, we have reviewed them all and decided these five are great for sharing in this edition and bear repetition:

1. Issue 22 June 2015 Web Presence

"Do not underestimate the power of the internet. Having a strong website that shows your company in a positive light can be an important step towards making a favourable impression. Think of it as your storefront to the world."

2. Issue 23 September 2015 Market Research

"Before embarking on an exporting strategy, it is important to do your homework. Market research is an essential part that leads towards having a better understanding of the culture, business practices, legal issues, competitors, consumers and import market for your product that exist in Canada."

3. Issue 27 September 2016 Are you ready to export?

"Before setting your company towards international markets, it is important to assess your export-readiness. A number of tools or checklists exist to help with your own assessment including [one](#) that is offered by TFO Canada"

4. Issue 29 March 2017 Business Culture

"When conducting international business, you should not underestimate the importance of understanding the business culture of your customer. For example, when doing business with a Canadian buyer, you may notice that formal language may only exist at the start of a relationship. While it is customary to address people with the term "Mr." or "Ms." followed by a person's surname initially, Canadians tend to move quickly to communicating on a first-name basis. This is actually quite consistent with other "younger cultures" such as the United States of America and Australia."

5. Issue 33 March 2018 Human touch

"While technology is changing the way we do business it is good to remind ourselves that nothing can fully replace the human dimension of international trade. Therefore, we recommend that you should be serious about your global commitments and make a personal investment by going overseas and sitting across from your customers and prospects."

AN EVENING OF SUCCESSES AND LESSONS LEARNED: CMAS FLAGSHIP EVENT AND SHOWCASE

November 15, 2018, Ottawa Ontario

TFO Canada hosted a flagship event to celebrate the results and shared the lessons learned from the Canadian Market Access and Capacity Building Services (CMAS) project. More than 80 representatives of embassies, trade support institutions, Global Affairs Canada, the private sector and civil society attended the half-day event which featured panel discussions, pavilions and a poster display. Canada's Deputy Minister of International Development, Diane Jacovella, made the keynote speech along with the Ugandan High Commissioner, H.E. Ruth Joy Acheng. Four different panels involved our Trade Support Institutions, Exporters, Canadian importers and sector experts on topics such as building partner capacity, using information for effective exporter-importer match-making and engaging marginalized groups through the high-end artisan and high-tech sectors.

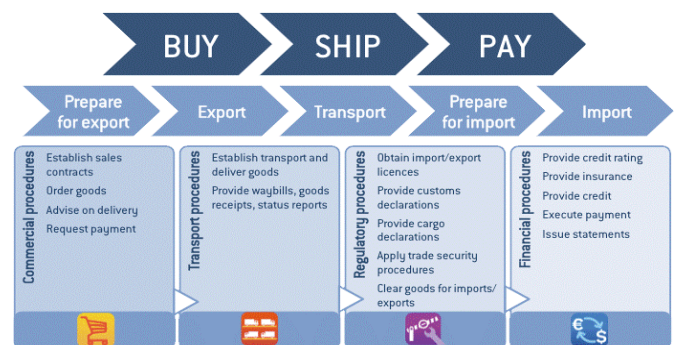


With more than \$18 million in new export sales to Canada leading to job creation in developing countries, and a higher proportion of new women-led exporters being involved in international trade, the CMAS project has contributed to improving lives through sustainable and inclusive trade. TFO Canada thanks all our partners, stakeholders and donors for the many successes achieved through CMAS 2014-18.

LOGISTICS AND MANAGING RISKS

WHAT IS LOGISTICS?

Logistics refers to all the activities related to the purchase (import), storage, movement and delivery of merchandise (export). Goods entering Canada from foreign countries must go through the import customs process administered by the Canada Border Services Agency (CBSA). In addition to the CBSA customs clearance process there are other Government Departments involved, depending on the merchandise imported. In total, there are potentially 38 Government Departments and Agencies involved in the import process. Exporters to Canada must provide enough information to enable the importer to classify commercial shipments for CBSA, e.g.: commercial invoice, proof of origin, certificates (origin, phytosanitary, etc.). The basics of Import Customs conformity are the Harmonized System code (HS code), the origin and the declared value. Export documentation generally includes: customs declaration, commercial and pro-forma invoice, packing list, Certificate of origin, shipping documents, insurance and other documents.



For more information on logistics please visit the [Market Entry section](#) of our website.

ENABLING AND FACILITATING EXPORTERS' CAPACITIES TO EXPORT INTERNATIONALLY

TRADE INFORMATION SERVICES (TIS) PLATFORM

TIS provides exporters, importers and trade support institutions with trade information to make market access decisions. The platform has been enhanced under the CMAS program with the addition of new tools, online training through recorded webinars, new market information papers and RSS newsfeed. The TIS team also created content and delivered several trainings, seminars, workshops and a train-the-trainer package for Trade Support Institutions. The infographic illustrates some of the wins of the team.

Trade Information Services

Trade Information Services (TIS) offers a comprehensive web-based trade information service on our website (www.tfocanada.ca). Here are the results on its usage over the period 2014 -2018.

////////// New exporters registered, and supply offers published

44%

3,558
SMEs

17x

3033
Supply offers

Top 5 supply offers published

- 1811 - Food Products and Beverages
- 224 - Fashion Accessories
- 211 - Clothing (not including Footwear)
- 177 - Housewares and Hardware
- 136 - Home Décor, Giftware and Crafts

OFFERS VIEWED \$1.6 MILLION TIMES

New Digital Tools Usage

- Exporter readiness assessment tool 2,051 views since April 2017
- Customs tariff tool 36,534 views since January 2016
- AIRS tool 723 views since December 2015
- Trade data online 669 views since September 2015
- Canadian Importer Database 2,126 views since April 2015

Website Traffic Growth 67%

Most Viewed Webinars

Webinar Topic	Times Viewed
A Guide to CSR	1449
Grocery Innovations Canada	1116
How to Engage the Canadian Alcoholic Beverages Market	927
TFO Canada Online Services	875
Como Exportadores pueden beneficiarse de La Corporación de Solución de Controversias sobre Frutas y Hortalizas (DRC) en Canadá	813

Hosted & Recorded Webinars

- 60 Live Webinars/
- 29 Recorded Webinars Online
- 15, 939 recorded webinars viewed
- 13991 by English clients
- 708 by French clients
- 1240 by Spanish clients

Market Information Paper (MIPs)

TFO Canada published 30 papers of which there were 24 MIPs and 6 guides including a Corporate Social Responsibility, Canadian Market Access Initiative Guide, Its Flagship publication Access Canada: A Guide on Exporting to Canada was downloaded 886 times.

Go online and utilize our services:

- Exporting to Canada readiness quiz
- Guide to exporting to Canada
- Product specific market trends, rules and regulations
- Export offers to Canadian buyers
- Relevant news, events & webinars
- and much more...

Register now to access all TFO Canada's online services!

Empower yourself with practical information

Experts in trade for developing countries
 Experts en commerce au service des pays en développement
 Expertos en comercio al servicio de los países en desarrollo

www.tfocanada.ca

Capacity Building Training and Seminars for Trade Representatives & Trade Support Institutions in Canada 2014-2018

Exporters Gateway into the Canadian Market: TSI Training

La porte d'entrée des exportateurs sur le marché canadien : Formation des IAC

72 Trade Support Institution (TSI) staff from 15 developing countries were trained in Montreal and Toronto

5-1 week training:

- 2 English (Ghana, Kenya & OECS; Indonesia, Jordan, Sri Lanka & Vietnam)
- 1 Français (Maroc et Tunisie)
- 2 Español (Bolivia Honduras y Honduras; El Salvador, Nicaragua y Republica Dominicana)

MULTIPLIER EFFECT

18 IAC de 13 pays en développement ont conçu et mis en œuvre 15 plans d'action

3,196 Small and Medium Enterprises (SMEs) benefited

Trade Representatives Training/ Formation des représentants commerciaux 2015 - 2017

TOPICS

- 2015: How to capitalize on Trade Shows and Trade Missions
33 Trainees - 20 English & 13 French workshops
- 2016: Navigating Trade Information for Exporters Needs
29 Trainees - 20 English & 9 French workshops
- 2017: Assessing Export Readiness
29 Trainees - 19 English & 10 French workshops

Sectors:

- Agriculture
- Textiles (home and apparel)
- Tea, Coffee and Spices
- Services

21 Developing Countries

16 Least Developed Countries

TRADE REPRESENTATIVES SEMINARS 2014-2017

TOPICS

- 2014: Corporate Social Responsibility & the Environment
- 2015: Women and Trade
- 2016: Non-Tariff Barriers
- 2017: Inclusive Trade in the Digital Age

166 Montreal, Ottawa and Toronto based Trade Representatives trained representing Africa, Asia, the Americas, the Caribbean and the Middle East

"I want to present my compliments to TFO Canada about the today's seminar. It opened paths to the diplomats community to participate and follow initiatives that create opportunities to increase human capital, input and outputs of investment in terms of quality and quantity. Gender equality exceeds women empowerment. It leads to progress, as it pursues to maximize productivity and sustainable growth".

Sandra De Carvalho
Third Secretary
Embassy of Angola in Ottawa, Canada

Experts in trade for developing countries
 Experts en commerce au service des pays en développement
 Expertos en comercio al servicio de los países en desarrollo

Affaires mondiales
Canada

Global Affairs
Canada

AFRICA

Bodo Voahangy Export

Bodo Voahangy Export, a woman owned and managed Malagasy company, produces and exports high-end handmade clothes for children under the age of 12. Ninety-five % of Bodo Voahangy’s employees are women, embroiders who handmake smocked fabrics for sale in specialty stores. As their products are mainly based on manual work requiring dexterity, patience and a lot of care, the company has decided with the employees to rearrange the working hours for better work/life balance. “We give priority to single-parent women and we also work with women living in rural areas by giving them the opportunity to work from home,” indicated Ramananarionoro Voanghy, General Manager. Since the start of the Artisan Hub initiative in 2016, following new export sales generated from their successful participation in trade missions to ATSC 2017 and NY Now 2018, Bodo Voahangy Export has added 32 new employee to the company of which 31 are women.



Ramananarionoro Voanghy, Bodo Voahangy Export General Manager, at the 2018 NY NOW trade show.

AMERICAS

BIOCUNAS - PERU

Regner Tacza is the general manager of Cooperativa Agropecuaria de Servicios Valles del Cunas “ BIOCUNAS”, a cooperative producer and marketer of the derivatives of organic Maca, located in the Central Peruvian Andes. The cooperative applies CSR practices and environmentally friendly farming practices and at the same time supports family producers helping them to improve their lives.

BIOCUNAS was one of the beneficiaries of the Improving Market Access and Export Readiness for Pacific Alliance Small and Medium-sized Enterprises project. The company’s export readiness was assessed, products were evaluated and validated, and Regner received training on how to develop an export plan and negotiate with buyers in Canada. BIOCUNAS was selected to participate in the Pacific Alliance trade mission to Grocery Innovations Canada show in Toronto in 2017 and was part of the Canadian buyer mission that visited Peru in July 2018. These were Regner’s first experiences in the Canadian market. At the show he held his own in B2B meetings with Canadian buyers and hosted a visit from Twisted Leaves Ltd., Toronto during the subsequent buyer mission.



SEGALCO – COLOMBIA

SEGALCO is committed to the development of healthy foods with high nutritional value such as quinoa, amaranth, guandul and chia. The company focusses on the well being of their employees and farmers of their products and support indigenous groups affected by social and armed conflicts in the south west of Colombia.

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AMERICAS

SEGALCO was beneficiary of the Improving Market Access and Export Readiness for Pacific Alliance Small and Medium-sized Enterprises project. Luis Henrique Rojas, marketing manager of the company, participated in the Trade Mission to Grocery Innovations Canada show in Toronto in 2017 and hosted a buyer visit in July 2018. This is their first experience in the Canadian market, and Luis Henrique had the opportunity to learn about the market, hold B2B meetings with buyers and for the first time, host a buyer mission in Colombia.



Buyer mission to Colombia – visit to SEGALCO

MEDEA INTERACTIVE – COLOMBIA

Ana Echeverri, from Medea Interactive, based in Medellin, Antioquia, is the co-founder and now CEO of the 3-year-old business which has 16 employees. As beneficiary of “Trade for Economic Development Improving Market Access and Export Readiness for Colombian Small and Medium-sized Enterprises” which prioritized Information and Communication Technologies MEDEA Interactive received training and created a detailed export plan that led to its participation in a trade mission to Canada in Spring 2018 and to hosting a Canadian buyer mission in summer 2018.

Shortly after MEDEA Interactive landed their first project in Canada. They have signed a deal with a Canadian company to produce 3 e-learning courses and are looking at a potentially bigger project soon

ASIA & THE MIDDLE EAST

Developing export capacities to generate economic and social impact in Cambodia

Founded in 2001, Village Works is a well-established social company and member of the World Fair Trade Organization (WFTO). This woman-led SME produces and exports quality products like bags, scarves and interior decoration made of silk and recycled material. Through participation in TFO Canada’s Artisan Hub project, for over two years Village Works received training on a variety of topics and one-on-one mentoring with a sector specialist. TFO Canada also facilitated the establishment of business relationships with Canadian and international buyers by supporting their participation at both the ATSC 2017 and New York Now 2018 trade shows and arranging B2B meetings. All of this has resulted over \$90,000 new export sales and the generation of over 40 jobs, including jobs for 25 women artisans affected by Polio.



Jordanian woman exporter taking advantage of Canada-Jordan FTA

Green Fields Company is a woman owned Jordanian SME that manufactures and exports cold pressed oils, essential oils, among other products since 2004.

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ASIA & THE MIDDLE EAST

In 2018, as part of the Export Readiness for Jordanian Exporters in the Canadian Market initiative, Green Fields received in-depth technical assistance by TFO Canada for attending the SIAL Canada 2018 trade show, meeting with Canadian buyers and post-show follow-up. This support facilitated Green Fields' access to the Canadian market. Amina Al Ramadna, Managing Director of Green Fields Co. remarked, *"TFO Canada's technical assistance gave me a thorough insight on so many details about the Canadian market I was unaware of. I made many contacts from companies interested in our product line... now I have started exporting to Canada."*

Hero Nature Products meeting Canadian Demand with TFO Canada Support

Hero Nature Products, a Sri Lankan company focusing on the production and manufacturing of organic coconut oil and flour, participated in SIAL Canada 2016, 2017 and 2018 with TFO Canada's support. For three consecutive years, Hero Nature Products received TFO Canada's support in the form of Market Familiarization Tours, info sessions and B2B meetings. As a result, this company has been able to generate over \$360,000 of new export sales! According to Director Noel Neris, *"TFO Canada served as a facilitating portal for us to enter the Canadian market. It made us at ease to meet prospective customers at our stall giving us all necessary help and advice"*.



BULE BULE GARMENT'S NEW EXPORT AND MARKET CAPACITY REAPS EXPORT SALES

Bule Bule Garment, an Indonesian women-led apparel SME based in Solo, Indonesia, produces cutting edge designs utilizing recycled fabrics. The company has undergone a significant transformation from a local producer to a global supplier. The company has been supported with technical assistance from TFO Canada, under the Canada-Indonesia Trade and Private Sector Assistance (TPSA) project implemented by the Conference Board of Canada and funded by the Government of Canada through Global Affairs Canada.



Bule Bule Garment at ATSC, Toronto, August 2018

This transformation is as a result of a rigorous 2-year program which included expert training in product sizing, company positioning and communication, market adaptation, along with effective trade show participation coaching. In August 2018 Bule Bule's participated in the Apparel and Textile Sourcing Show, Toronto, where the company met success for the first time in Canadian market securing an order from a Montreal based boutique and connecting with 45 buyers/importers. In November 2018, TFO Canada facilitated a Canadian buyer mission where Indigo Paisley a luxury resort-wear brand connected with Bule Bule and embarked upon a global supply program. Indigo Paisley is owned by Fashion Priests Inc., a Canadian Corporation with a global presence marketing its products across North America, European Union and India.

Indigo Paisley converts modern design ideas through traditional textile arts as well as embroidery and other surface ornamentation techniques which are becoming rare in the modern world. This collaboration has significant replication potential to other Indonesian SMEs interested in going global.

SPOTLIGHT ON TFO CANADA ACTIVITIES

Vietnamese Delegation on Regional Economic Development Planning and Trade Development Visit

October 1, 2018

Vancouver, British Columbia

TFO Canada's British Columbia Regional Representative, Marcus Ewert-Johns, hosted a delegation of municipal leaders from Vietnam. The Vietnamese delegates were in Edmonton and Vancouver on a study mission as part of a 3-year Federation of Canadian Municipalities program on Regional Economic Development Planning and Trade Development. This project aims to help grow exports from the Vietnamese cities of Can Tho and Cao Lanh, which lie to the south of Ho Chi Minh City. Montreal Trade Representatives Learn about Canadian Food Labelling



Creating Strategic Alliances across Borders

October 2018,

Nairobi, Kenya

TFO Canada's Ontario Representative Susan Baka gave a presentation on Creating Strategic Alliances across Borders that highlighted TFO Canada at a capacity-building workshop in Nairobi in October for African women entrepreneurs. "Very grateful to be enlightened about this opportunity," said participant Tabitha Njoroge, Shofar Entertainment Co., "I am excited and look forward to venturing into exporting to Canada." The workshop was part of Organization of Women in International Trade's (OWIT) first conference outside of North America, hosted by OWIT-Nairobi under the theme *Bridging the Gap: Empowering Businesses to Go Global*. International trade experts shared exporting tips, best practices and perspectives on the future of trade and women's roles with the African women attendees, who considered it a game-changing experience and are keen to export.



Making Trade Work for Small Producers in Southeast Asia's Least-Developed Countries

November 5-7, 2018

Yangon, Myanmar

Executive Director, Steve Tipman, travelled to Yangon, Myanmar with our associate, Mr. Marc Germain and partner from the International Development Research Centre (IDRC), Mr. Bouba Housseini to meet with several SMEs who have participated in the "Making Trade Work for Small Producers in Southeast Asia's Least-Developed Countries" project. Funded by IDRC, this initiative supports TFO Canada's work with SMEs from Myanmar, Laos and Cambodia in the niche sector of specialty agro-foods.



While in Yangon, the group met with promising SMEs who sell products such as organic coffee, tea leaf lettuce and oils. The purpose of the visit was to assess and to narrow down the list of companies that will be invited to participate in a trade mission to Canada in the spring of 2019.

negotiations and close deals generated during the GIC show. Canadian buyers also had the opportunity to meet other export-ready companies which were participating in the Pacific Alliance Agrofood project.

SPOTLIGHT ON TFO CANADA ACTIVITIES

Strengthening partnerships in Asia-Mekong Institute Meeting

November 8, 2018,

Khon Kaen, Thailand

After his visit to Yangon, Executive Director Steve Tipman was off to a set of meetings with TFO Canada's partner in the region, the Mekong Institute. This leading regional inter-governmental organization has proven to be a very important ally and partner in the delivery of our IDRC-sponsored project. We are optimistic that this is only the beginning of our partnership!



Trade Opportunities with Indonesia Seminar

November 27, 2018, Vancouver, British Columbia

TFO Canada partnered with the Indonesian Consulate General in Vancouver on a "Trade Opportunities with Indonesia" Seminar. The new Consul-General, Dr. Tuti Irman (Mrs.), kicked off the event to showcase the increasing opportunities for Canadian firms to work with Indonesian partners to source products from the largest economy in Southeast Asia. TFO Canada has a long-standing relationship with Indonesia. TFO Canada Regional Representative, Marcus Ewert-Johns participated as a presenter and panelist covering a number of topics related to the ease of doing business, how to form partnerships, build capacity, and strategically use investment to help grow exports and increase prosperity.

STRONG PARTNERSHIPS CREATED THROUGH INTERNATIONAL TRADE CAPACITY BUILDING

Strengthening the Capacity of Sri Lankan Export Development Board to support SMEs accessing the Canadian Market.

Since 2014, TFO Canada has worked with the Sri Lanka Export Development Board (EDB) to help SMEs access the Canadian market. By strengthening their institutional capacity to deliver Canadian market trade development services, and to raise awareness and promote women's economic empowerment, this partnership has enabled 18 Sri Lankan companies to enter into the Canadian market. EDB has since carried out trainings of their own, geared towards raising awareness on the potential of the Canadian market for Sri Lankan SMEs. Now they are independently preparing a group of companies from the processed food sector to participate in SIAL 2019! Ms. Jeevani Siriwardena, Director General of EDB, recognizes "[the role played by TFO Canada] to achieve EDB's objectives of promoting Sri Lanka's exports in the Canadian market..."



STRONG PARTNERSHIPS CREATED THROUGH INTERNATIONAL TRADE CAPACITY BUILDING

Capacity created to enable FUNDER to support Honduran exporters to enter the Canadian market

FUNDER's strategic alliance with TFO Canada has contributed to the development of the business support organization's export promotion capacities and has led to the motivation of Honduran coffee and vegetables exporters to diversify their export markets as well as strengthening business relations between Honduran exporters and Canadian buyers.

TFO Canada enhanced the organization's service delivery with a variety of training and tools to access the Canadian market. A highlight of this alliance is FUNDER winning the "Best First Time Exhibitor" Award at CPMA 2018 as a result of a trade mission to the fresh produce tradeshow in Spring 2018.



Export to Canada seminar in Comayagua – four FUNDER officers participated as part of TSIS capacity building project's component.

"Having the experience of our participation at the CPMA 2018 show helped us to improve our logistics and preparation of the Agromercado show [Honduras]. Our participation at CPMA was a platform for us to improving the Canadian buyer recruitment in the fresh produce sector," Aida Delgado, Project Officer, FUNDER

Strengthening the Capacity of GEPA for the benefits of SMEs accessing the Canadian Market

TFO Canada has collaborated with the Ghana Export Promotion Authority (GEPA) since 2014 as part of the CMAS program. GEPA is the National Export Trade Support Institution that facilitates the development and promotion of Ghanaian exports, with a particular focus on the diversification of Ghana's export base from the traditional export products of commodities to processed Non-Traditional Exports (NTEs). "We have gained a deep and better appreciation of the Canadian Market gained through Seminars, Market Familiarisation Visits and introduction to a wealth of information on the TFO Canada website. Our exporters in the cocoa sectors have gained immense benefit from TFO Canada technical expertise, and one company that participated in a trade mission to SIAL Canada 2018 is successfully entering the market", highlights Agnes Gifty Adjei-Sam, Director, Marketing and Promotion.

PACIFIC ALLIANCE – Enhancing Capacity of Four Trade Support Institutions

Through the Pacific Alliance Project TFO Canada enhanced the capacity of four trade support institutions. PROMPERU has strengthened its services to SMEs, it delivered seminars in four different regions of the country to 120 SMEs on opportunities in the Canadian market, regulations, etc. New content was developed for their website regarding commercial opportunities in Canada such as infographics of requirements for the food sector, export logistics etc.



Export to Canada seminar delivered by PROMEXICO officer in Veracruz

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STRONG PARTNERSHIPS CREATED THROUGH INTERNATIONAL TRADE CAPACITY BUILDING

PROMEXICO, delivered seminars for SMEs about the Canadian agri-food sector which were well-attended. PROCHILE's Trade Officers who were trained in Canada also delivered regional workshops where SMEs said Canada was a previously unknown market for them. PROCOLOMBIA, too, replicated the Canadian market access training in several regions and found the training manuals developed by TFO Canada for women exporters, as well as for transportation and logistics, particularly helpful as training tools.

All our Pacific Alliance partners see opportunities to continue using their improved capacity to assist their SME clients to build new, sustainable and valuable trade partnerships with Canada.

INCREASING TRADE TRANSACTIONS IMPACTS SOCIAL PRIORITIES IN GLOBAL COMMUNITIES

An important facet of our work at TFO Canada is ensuring that all activities and capacity building includes empowerment of women, reduction of harmful impacts on the environment and encouragement of governance systems to gain leverage in international markets. Here are highlights of selected projects and SMEs which exemplified these cross-cutting themes.

Promoting Sustainable Economic Growth in Coffee Growing Regions of Honduras and Guatemala

Through a public-private partnership, Global Affairs Canada and Tim Hortons invested over \$5.6 million in a 4.5-year project to enhance the livelihoods of farming families in Honduras and Guatemala. Employing a holistic approach, over 30,000 male and female farmers were empowered to increase their coffee yields and profitability, as well to develop their power in the supply chain through farmer organizations (FO). Nearly \$30 million in coffee were sold by FOs throughout the project. Likewise, 10,000 hectares of farmland are now managed with advanced sustainability techniques to mitigate the impacts of and adapt to climate change. With a focus on gender equality, over 900 families learned how to more-equitably manage and share family responsibilities, over 700 female farmers developed their leadership skills, and over 300 men learned to channel the concept of masculinity in productive ways. The youth empowerment strategy enabled over 700 male and female youth to develop a career plan.



Levelling up export potential through Fairtrade certification

Agronuez Choapa is a Chilean walnut cooperative which exports globally. Fair trade certified in 2010, the cooperative implements a transparent and inclusive management system aimed at ensuring each product is traceable and the quality is controlled.

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INCREASING TRADE TRANSACTIONS IMPACTS SOCIAL PRIORITIES IN GLOBAL COMMUNITIES

With the growth of export sales, many jobs have been created locally. With a focus placed on women, the cooperative has given many women the chance to work, improve their skills and move forward with their careers.

Bella Villareal, General Manager states: "TFO Canada is a great support to all farmer organizations in Chile and from other countries represented here [at Grocery Innovations Canada] which have had the opportunity to see how their hopes and hard work have allowed them to offer the products that the farmers have produced with their own hands."

We are empowering women to thrive, not just survive" says Emnet Mersha, General Manager of Ellilta Products. Ellilta Products was established in 2008 as an income-generating branch of Ellilta Women at Risk (EWAR), a local Ethiopian NGO that helps women find gainful employment after leaving a life of prostitution.

Empowering women to rise above previous circumstances

The social enterprise benefited from the TFO Canada's Artisan Hub initiative, which provided information on the Canadian market as well as established contacts with importers. Emnet Mersha was able to participate in two trade missions to ATSC 2017 and NY Now 2018, and with the new contract and export sales generated, Ellilta products was able to offer gainful employment to an additional 4 women increasing the number employed to 35 women artisans.



Emnet Mersha, Ellilta Products General Manager, at the 2017 ATSC trade show

ONLINE MATCHMAKING RESULTS IN BENEFICIAL DOMINICAN EXPORTER-CANADIAN IMPORTER CONNECTION

As Elliot Ortiz Vasquez drives from his company's farm in Miches, Dominican Republic to its packing house in Bani to finalize paperwork for a shipment of sweet potatoes destined for Canada, he is happy with the decision he and his partner made to go global with their produce business. In 2014 Eliot Ortiz and his partner Ysidra Vasquez Sanchez, his mother, decided to diversify Ely Import R Export SRL sales through exporting. They believed that while blood, sweat and tears was involved in the process the anticipated future sales made it worthwhile for the company they started in 2012.

In December 2017, Eliot received an email from Canadian importer Kiskadee who had found Ely Import through TFO Canada's online supplier database while searching for a supplier of sweet potatoes and the rest is history!

In January 2018 the company's first export sales to Canada came from this connection – to date the company has exported 450 boxes of sweet potatoes as well as mangoes, avocados and hot peppers. The relationship between both companies grew beyond just supplying goods. Eliot receives continuous advice and mentoring on product labelling and appearance, product classification, and most importantly market traceability.

The relationship enhanced Eliot's knowledge of food regulations and in turn increased the quality of his products. Eliot's success benefits not only the company but also several communities that are a part of its supply chain.

The company has 30 employees, of which 20 are women, and also has a network of farmers across the island that supply it with different fruits and vegetables. The network includes avocados suppliers from farms in Ocao, Azua and Barahona; mangoes from farms near Bani and Ocao; hot peppers from farms in Iqua and San Francisco; and from the company's farm in breadfruit, yams, sweet potatoes and cocoa beans among others. The company's philosophy is to hire persons in the community they operate, train them (especially youths), provides end of year bonuses and provide employment opportunities for youths. This model works for the farmers as the company guarantees sales of their crops.

Eliot is thrilled with his export experience to date. "As a producer we are always seeking new international markets for our produce... CEI-RD and TFO Canada provided our company with up-to-date Canadian market access information which gave our company a competitive advantage. The trade missions and B2B meetings we participated in propelled us to continuously pursue the Canadian market."

You can learn more about Eliot and his company by watching this [video](#).



CREATING OPPORTUNITIES FOR GLOBAL COMMUNITIES

Creativity is not just done by artists, it is done by everyone who has ever created anything in their lives and for others. This is the case of the men and women who are owners, and/or managers of their own SMEs, trade support institutions and social enterprises. These individuals have and are still creating opportunities for others equally or less fortunate than themselves. This is what I have observed through the stories we have shared in the “Export to Canada” newsletter, which I have been creating and editing since 2014. The stories and activities reflect the work of the entire TFO Canada team and our partners through the implementation of the CMAS project.

Increased employment opportunities created by social enterprises who expanded export sales through Artisan Hub initiative featured annually in issues since 2016; Market Entry Study program which provided a roadmap for Tama Cosmetics to enter the Canadian market and created more demand for raw shea butter from women in Tamale, Ghana featured in issue 35; and in this issue the story of Ely Export whose export sales created sales opportunities for other farmers who are part of his supply chain, training opportunities for youth in farming practices and part-time employment during busy periods. Ely Export opportunity resulted from online matchmaking with the Canadian buyer Kiskadee Ventures through our online Foreign Supplier Database.

I hope you enjoyed this issue as it provided you with a snapshot of some of the sub-projects and activities of TFO Canada. You can go to our website www.tfocanada.ca and read more about our clients’ success stories. Your own story may be there!

Happy Holidays!

Clarecia Christie

Editor, Export to Canada Newsletter



TFO Canada improves lives through the creation of sustainable trade partnerships for exporters from developing countries with Canadian and foreign buyers. We facilitate access to the Canadian marketplace and share Canadian trade expertise for the benefit of smaller male and female owned/managed exporters from developing countries and for the men and women they employ.

Founded in 1980, TFO Canada is a non-governmental, non profit organization.

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