

ANNUAL

# IMPACT

REPORT 2024-2025



# MESSAGE FROM OUR EXECUTIVE DIRECTOR



**Steve Tipman**  
Executive Director

As we reflect on the fiscal year 2024-25, we are filled with immense pride and gratitude for the strides TFO Canada has made in promoting sustainable economic development through inclusive trade. This year has been marked by significant achievements, innovative partnerships, and an unwavering commitment to empowering small and medium-sized enterprises (SMEs) in developing countries.

Our efforts have resulted in tangible impacts, with hundreds of SMEs each year gaining access to Canadian and international markets, enhancing their competitiveness, and contributing to local economies. Through tailored trade support services, capacity-building initiatives, and market access programs, TFO Canada's support for businesses around the developing world has enabled job creation, while fostering inclusive economic growth.

As in past years, none of this would be possible without the network of relationships we've developed over time. These include the funders, partners, associates and collaborators who contribute towards our organization's success. With this powerful network of dedicated stakeholders, TFO Canada continues to make a positive and lasting impact through the work we do.

One of the highlights of this year has been our ongoing collaboration with Global Affairs Canada, who have remained steadfast in their support of trade-led development initiatives, thus enabling us to expand our reach and amplify our impact.

We are also proud of our commitment to gender equality and environmental sustainability. Our programs have specifically targeted women-led businesses and promoted green trade practices, ensuring that our growth is both inclusive and sustainable.

As we look ahead, we remain dedicated to our mission of catalyzing economic growth through sustainable and inclusive trade partnerships for Small and Medium Enterprises in developing countries. We are excited about the opportunities that lie ahead and are confident that, with the continued support of our partners, stakeholders, and the communities we serve, we will achieve even greater success in the coming years.

Thank you for your unwavering support and commitment to our shared vision.



# FUNDERS



# MISSION

Trade Facilitation Office (TFO) Canada is a non-profit organization whose mission is to catalyze economic growth through sustainable and inclusive trade partnerships for Small and Medium Enterprises (SMEs) in developing countries. TFO Canada assists SMEs and Trade Support Institutions (TSIs) from developing countries to access international markets through **information, advice and contact services**. Since 1980, TFO Canada's internationally experienced project staff and sectoral experts have been providing trade promotion, trade facilitation and capacity building services to tens of thousands of SMEs and TSIs from Latin America, the Caribbean, Africa, Asia, the Middle East and Eastern Europe.



African SME delegation, with participants from Benin, Kenya, and Burkina Faso | SIAL 2024, Montreal.

# YEAR IN REVIEW

Global trade in 2024–2025 is evolving fast – shaped by shifting alliances, climate disruptions, and significant changes in the international trading system. Amid this change, resilience is the new currency. At TFO Canada, we are proud to support SMEs and TSIs in navigating this dynamic landscape. Through focused initiatives across four key areas, we're helping businesses adapt, compete, and thrive in global markets.

## 1. MARKET ACCESS AND TRADE PROMOTION

In 2024–2025, TFO Canada strengthened access to global markets for SMEs by providing sector-specific research, market entry strategies, and opportunities through trade missions, promotion events, and networking. These efforts translated into real-world impact – helping businesses connect, compete, and grow internationally.

### 12 TRADE MISSIONS | UNLOCKING NEW BUSINESS HORIZONS

TFO Canada connected global markets through:

- Showcases at SIAL Canada (Montreal) & Intra-African Trade Fair (Egypt)
- 8 Buyer Missions to Ethiopia, Jordan, Kenya, Madagascar, Peru, Uganda, Vietnam & Zambia
- 2 SME Exporter Delegations from Colombia & Jordan to Canada

Focus sectors:

- Agri-food (Processed & Fresh)
- Specialty Apparel
- Cosmetics

### THESE MISSIONS EMPOWERED

# 232 SMEs

## 164 WOMEN-LED BUSINESSES

from Colombia, Ethiopia, Indonesia, Jordan, Kenya, Madagascar, Peru, Uganda, Vietnam, and Zambia. Together, they generated

# 871 BUSINESS CONTACTS

resulting in an estimated

# CA\$ 14.4 MILLION

in export sales.



Women-led SMEs from Indonesia, Burkina Faso, and Nigeria | SIAL 2024, Montreal



## VOICES FROM THE FIELD

*"TFO Canada has been a key partner in fostering trade relations between Indonesia and Canada. Their support has been invaluable in promoting Indonesian products and facilitating business opportunities. The synergy created through our collective efforts has not only benefited our respective countries but also strengthened the ties between our nations."*

**Mahdewi Silky (Mrs.),**  
Trade Attaché, Embassy of the Republic of Indonesia in Ottawa



Official Indonesian delegation joined TFO Canada leadership to promote inclusive trade | SIAL 2024, Montreal.

*"Our woman-owned business was born with a mission to create a better future every day. The export marketing coaching from TFO Canada before the SIAL trade mission helped me prepare for the show and respond to potential customers" she explains. "It was like peeling back the skin of your business — getting to know more about it ... and about Canada."*

**Lastiana Yuliandari,** Founder and Director of Aliet Green




## 2. RESEARCH AND MARKET INTELLIGENCE

In today's fast-moving trade environment, access to timely, relevant insights is essential. TFO Canada supports SMEs with market intelligence on trends, consumer preferences, product innovation, and emerging opportunities – helping them make informed decisions and adapt to changing global dynamics.

Beneficiaries accessing trade online information services

 **12,815** SME EXPORTERS  
 **2,092** IMPORTERS  
**2,127** TRADE SUPPORT INSTITUTIONS

**154**  
new SMEs  
registered on  
TFO Canada's  
online  
platform

 **48** WOMEN-LED  
 **40** MEN-LED  
and  
 **66** MIXED OWNERSHIPS



# 3 MARKET INFORMATION PAPERS:

- Access Canada: A Guide on Exporting to Canada
- Market Information Paper on Apparel and Textiles
- Exporting Food to Canada: Guide to Meet Canadian Food Safety Requirements

## MBA MARKET ENTRY STUDIES

In collaboration with Concordia, Ottawa, and Wilfrid Laurier universities



### 10 MBA MARKET ENTRY STUDIES COMPLETED FOR WOMEN-LED SMEs

from Ethiopia, Ghana, Haiti, Indonesia, Ivory Coast, Kenya, Morocco and Peru

**83% of SMEs** implemented recommendations relating to product adaptation and labelling compliance

**67% of SMEs** applied market entry strategies, leading to brand expansion and increased annual sales.

*"Thanks to the support of partners like TFO Canada and the Concordia University Community Service Initiative (CSI), I had access to essential market entry research and insights".*

*"This journey taught me that international visibility requires more than great products—it demands intentionality, consistency, and the right partnerships".*

*"I'm filled with gratitude not just for the opportunity to showcase Anne's Perfections, but for what it represents: possibility, progress, and the power of African women in trade."*

**Anne Sarfo**, CEO and owner of Anne's Perfections



## Unlocking New Export Opportunities: Study on the Potential of the Canadian Market for Agricultural and Agri-Food Products from Madagascar.

Madagascar is set to enter the Canadian market, thanks to a strategic study by TFO Canada under the World Bank-funded Economic Transformation for Inclusive Growth Project (PIC3), providing Malagasy agri-food exporters with a clear roadmap to access one of the world's most promising markets.

### WHY THIS MATTERS

Empowering SMEs to attract investment and creating sustainable export opportunities for Malagasy producers.

### WHAT WE DID

Analyzed 5 years of Canadian import data, engaged directly with Canadian buyers and Malagasy exporters and identified 42 high-potential products across 11 HS Codes.

### WHAT WE FOUND

- **Spices on the rise:** Clove exports reached C\$927K in 2023; Pepper, cinnamon, and ginger show growing demand.
- **Vanilla dominance:** Canada ranked 5th globally as a vanilla importer in 2023.
- **Ethnic & specialty foods increasing demand:** Opens doors for Malagasy products.

### WHAT'S IN IT FOR SME EXPORTERS?

- Access to a sector-specific Canadian buyer database
- Actionable market entry strategies
- Guidance on regulatory compliance and product adaptation
- Direct Insights from Canadian buyers

### 3. CAPACITY BUILDING AND SKILLS DEVELOPMENT

#### Equipping SMEs for Global Success

In 2024–2025, TFO Canada focused on strengthening the export readiness of SMEs through targeted training and virtual learning. These initiatives were delivered in collaboration with local Trade Support Institutions (TSIs) across Latin America and the Caribbean, Africa, Asia, and the Middle East. The programs equipped SMEs with practical skills in trade, sustainability, and digital marketing – building a stronger, more confident network of businesses ready to compete in global markets.

## 4 FLAGSHIP PROJECTS DRIVING IMPACT

- WOMEN IN TRADE FOR INCLUSIVE AND SUSTAINABLE GROWTH (WIT)
- EXPORT LAUNCHPAD JORDAN (ELJ)
- TRAINING WORKSHOPS ON ACCESS TO MARKETS AND MANAGEMENT OF VALUE CHAINS FOR THE BENEFIT OF WOMEN
- SUPPORTING THE PRIVATE SECTOR DEVELOPMENT THROUGH INVESTMENT PROMOTION TO HELP HAITIAN SMALL AND MEDIUM ENTERPRISES ACCESS THE NORTH AMERICAN MARKET



Export Readiness Training for SMEs | Amman, Jordan. 2024

## TRAINING IMPACT IN 2024–2025

**717** SMES TRAINED

**634** WOMEN-LED BUSINESSES

(88% of participants).

Focus area: Export readiness, Climate Change, Corporate Social Responsibility (CSR), E-commerce & Digital Marketing.

## 3 WEBINARS DELIVERED

- Preventive Control Plans: Complying with Canadian Requirements
- Nutrition Labelling in Canada
- Navigating TFO Canada's Online Information Services

**123** SMEs **75** WOMEN-LED BUSINESSES

including

received practical and up-to-date guidance to help them meet Canadian regulatory standards and leverage TFO Canada's digital tools.

## 3 VIRTUAL MARKET FAMILIARIZATION – HANDICRAFT AND HOME DÉCOR

Cities: **Montreal • Toronto • New York**

Focus: Empowering **20 Haitian luxury handicraft SMEs** to succeed in the North American markets.

## Spotlight on Women Exporters Fund (WEF) – Empowering Women-Led SMEs Across Five Countries in Sub-Saharan Africa (SSA)

Through the Women Exporters Fund (WEF) program, TFO Canada partnered with local Trade Support Institutions (TSIs) to deliver targeted training and support to women-led SMEs in five countries in SSA. These initiatives focused on export readiness, digital empowerment, access to finance, and market entry strategies.

### **NIGERIA** From Compliance to Certification

Partner: ABUJA CHAMBER OF COMMERCE & INDUSTRY (ACCI)

**118** SMEs  
trained on export readiness, branding, and packaging

**50** SMEs  
gained market access via e-commerce and social media promotion

**43** SMEs  
received certification support, resulting in 26 certifications (including NAFDAC, USFDA, and HACCP)

**24** SMEs  
upgraded branding and labelling

### **GHANA** Coaching for Competitive Edge

Partner: SOCIAL ENTERPRISE GHANA (SEG)

**50** SMEs  
trained on trade and export readiness

**20** received one-on-one coaching in branding and marketing, enhancing their competitiveness in international markets.

### **ETHIOPIA** Digital Tools for Global Reach

Partner: CENTER FOR ACCELERATED WOMEN'S ECONOMIC EMPOWERMENT (CAWEE)

**50** SMEs  
received specialized training covering entrepreneurial mindset, export planning, African Continental Free Trade Area (AfCFTA) awareness, and leadership.

**30** websites created, 4 revamped

**22** Google Business Profiles (13 verified)

**25** new social media accounts launched, 540 posts shared

**28** SMEs  
trained in digital marketing through in-person and virtual sessions

### **UGANDA** Finance and Logistics Unlocked

Partner: AWAN UGANDA

**100** SMEs  
trained on access to finance

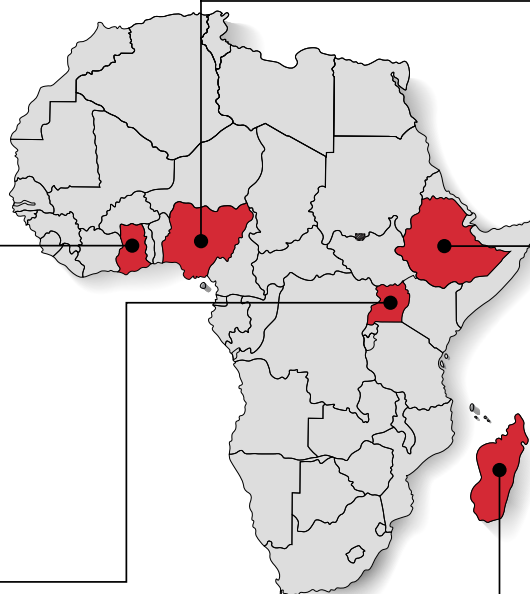
**15** SMEs  
received tailored coaching on export regulations and logistics, helping them navigate complex trade requirements.

**25** SMEs  
trained on export readiness and standards

**120** SMEs  
trained on export readiness - Equipped with foundational tools to enter international markets confidently.

### **MADAGASCAR** Laying the Groundwork for Export

Partner: CANCHAM MADAGASCAR





## 4. TRADE FACILITATION

### Upgrading Risk Management: Enhancing Consumer Safety for Fish and Fishery Imports in Indonesia

#### WHAT WE DID

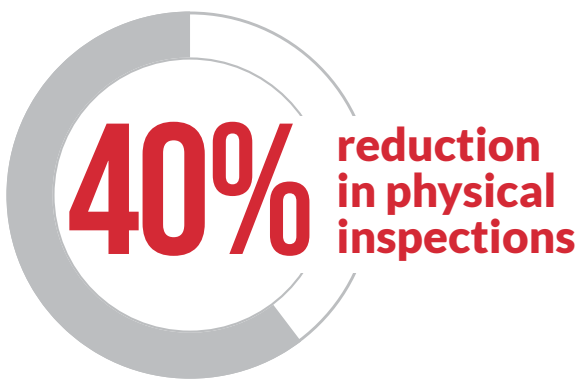
TFO Canada worked with the Marine and Fisheries Quality Assurance Agency (MFQAA) and the Indonesia Quarantine Agency (IQA) to introduce a smarter, risk-based inspection system. Built on international standards like HACCP and biosecurity, the system includes:

- Pre-border validation
- Targeted at-border inspections
- Post-border market surveillance



Strategy workshop with key stakeholders, focused on project results and sustainability planning — Indonesia, August 5–7, 2024.

#### THE IMPACTS



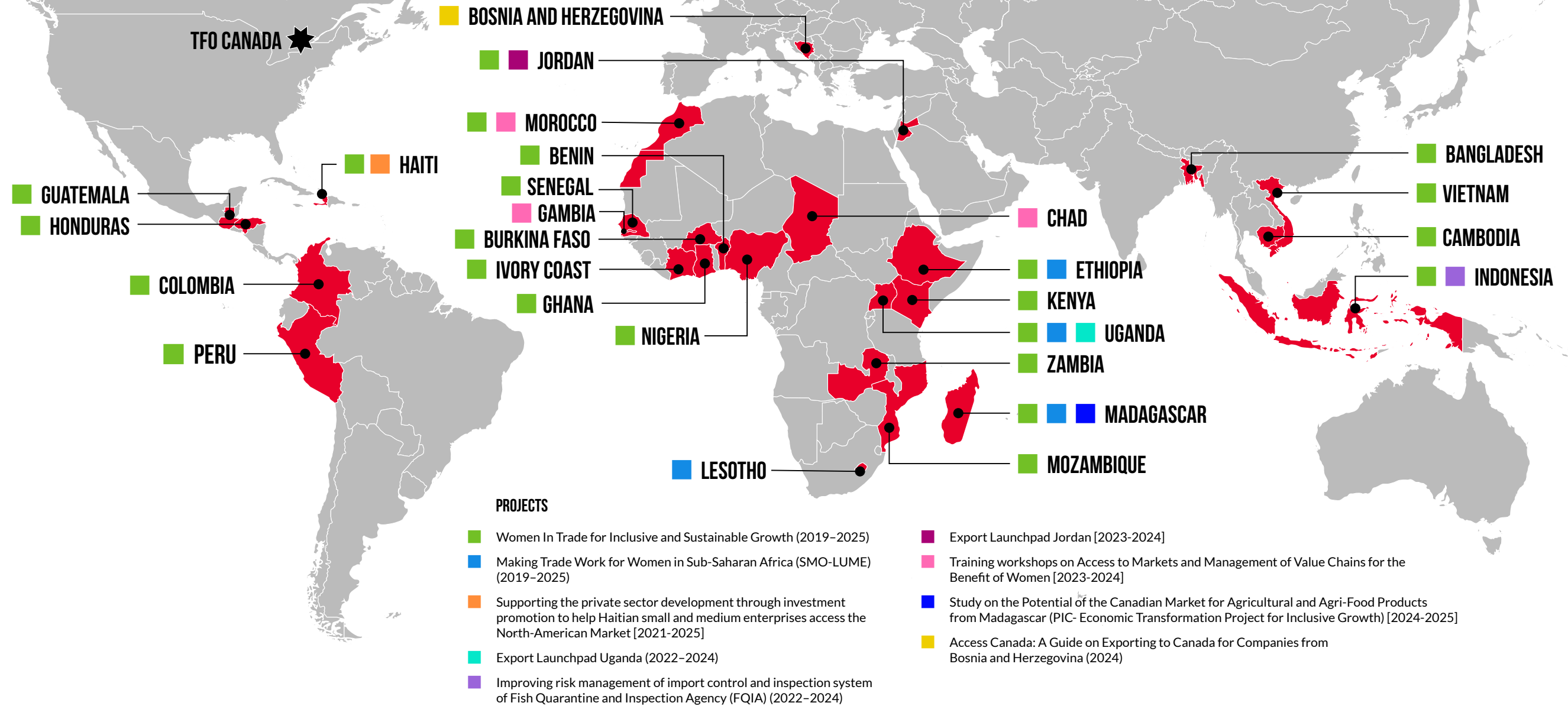
**Saving  
approx.  
US\$2.3M  
annually**

\*Includes potential savings from reducing border delays.

**Faster  
border  
clearance**

- Increased transparency
- Alleviated the administrative burden
- Strengthened food security and consumer protection

## WHERE WE WORK



## IMPACT STORIES

### SHANANTINA: CORE VALUES AND SUSTAINABILITY – THE CORNERSTONES OF THIS GROWING PERUVIAN BUSINESS



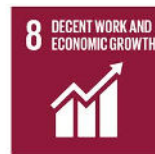
Carolina Sanchez, Owner of SHANANTINA

Always interested in organic farming and spotting a niche to promote products from the biodiversity of the Amazon, Carolina Sanchez started Shanantina, based in Peru, back in 2007 to work with producers of sacha inchi. “I had heard about the properties of sacha inchi and decided to learn more and work with it,” she explains. This plant produces fruits with large, edible seeds that are usually roasted or pressed to obtain a liquid part, which is the oil rich in omega 3 and 6, and a solid part, which is extruded to obtain a protein-rich flour. Shanantina uses it to make snacks in various flavours, supplemented with ingredients like salt from the Amazon mine and organic sugar. It has also branched out into processing turmeric, cocoa, and yuca.

Employing 15, nine of whom are women, in its factory and working with producers, 60% of whom are women, Shanantina was founded on the principle of being a sustainable business. This means integrating environmentally-friendly practices with a strong commitment to supporting local communities. “We prioritize preserving the Amazonian biodiversity while ensuring fair trade and economic empowerment for our producers, many of whom are from rural and indigenous communities,” says Carolina. “Sustainability is not just a practice but a core value that guides our production, from sourcing raw materials to delivering high-quality products.” [Read More](#)



### Our work contributes towards



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