



OWIT-Ottawa Newsletter

Winter Edition, Vol. 6

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2017 OWIT-Ottawa Winter Networking Event for International Trade Professionals

Thursday, March 9
from 17:30-20:30
at
Origin Coffee Shop & Wine Bar

[REGISTRATION NOW OPEN](#)

OWIT International Webinars

For more details on the webinar program of OWIT International, [visit them online.](#)

GET YOUR 2017

Greetings!

There is no doubt about it - it is an exciting time to work in international trade.

In 2017, the OWIT-Ottawa team is proud to offer several networking opportunities for international trade professionals in Ottawa, discussions about emerging trade issues and the return of the holiday social.

We encourage you to invite your colleagues and friends to join us for all of our events and networking opportunities.

This edition of our newsletter is focused on:

1. Immigrants strengthen Canada's trade and export potential
2. The 2017 OWIT-Ottawa Event Calendar
3. Meet Anca Sattler, OWIT-Ottawa Board Member

Please contact us if you would like to include news or information in our Spring 2017 newsletter. We welcome submissions from partners and members.

All our best,

Mila Pavlovic & Ainsley Butler
Co-VPs Communications
OWIT-Ottawa

Immigrants strengthen Canada's trade and export potential

A study by the Conference Board of Canada found that small (and medium) sized enterprises owned by recent immigrants to Canada, are more likely to export, and

MEMBERSHIP!

(Corporate, Individual and Student)

Membership fees allow OWIT-Ottawa to offer events and networking opportunities for international trade professionals in Ottawa - your participation and support is important to us.

[Click here to purchase your 2017 Membership now.](#)

OWIT-Ottawa also offers **corporate membership** rates for you and your team. Contact us at membership@owit-ottawa.ca to register for a corporate membership or for more information.

Interested in becoming a **sponsor** for the year or for a specific event? Contact us at info@owit-ottawa.ca to obtain a sponsorship package.

We look forward to working with you!

Quick Links



info@owit-ottawa.ca
www.owit-ottawa.ca

Did you know that EDC offers a 75-page guide called "Introduction to Exporting: How to Sell to International Markets" that can help you get started in exporting?

they are also among the fastest-growing SMEs. This series highlights some of their stories.

Immigrants to Canada who become entrepreneurs are more likely to include exporting to other countries in their business models, and when they do, they're more likely to export outside the U.S.

Why? Danielle Goldfarb, of the Conference Board of Canada's Global Commerce Centre, says they have natural advantages compared to non-immigrants. "A Canadian-born and raised person might find it challenging when they go to a foreign market, with language and cultural barriers, but those are exactly the kinds of things that immigrants don't find challenging because they have connections and they have the language," she says. "Second-generation Canadians also have cultural connections, but the reality is that immigrants do tend to have a natural advantage when it comes to trade because they understand what it's like to live and work in other places and they understand the business culture and they have relationships as well."

The findings were borne out in a Conference Board of Canada report, *Selling Beyond the U.S.: Do Recent Immigrants Advance Canada's Export Agenda?* by Horatio Morgan and Sui Sui of Ryerson University. It looked at the exporting experiences of businesses owned by recent immigrants - those who've lived in Canada for five years or fewer - compared to similar Canadian businesses owned by non-immigrants. The authors looked at data on 15,000 small- and medium-sized enterprises (SMEs).

The report found that 12 per cent of immigrant-owned businesses are exporters that sell goods and services to non-U.S. markets compared with 7 per cent for non-immigrant businesses. In addition, while these companies sell less in dollar value they are, nonetheless, among the fastest-growing SMEs.

"This study was specific to Canada and we compared immigrant-owned firms to non-immigrant-owned businesses," Goldfarb said. "We boiled it all down and we found exports among immigrant-owned companies account for a greater share of sales than those of non-immigrant-owned companies."

Syed Ali, founder of Riz Global Foods, which exports Canadian food products such as beef, eggs and chicken as well as prepared desserts, says the findings match his

experience.

"Basically, we came from a different country and we know that country better than Canada," says Ali, who was born in India. "I finished an MBA and then moved to the Middle East. I was there from 1995 to 2007. I knew the business culture and I understand basic Arabic. Canada was new. The first thing that comes to your mind when you arrive is 'What can I send back there?'"

Goldfarb also credits the exporting prowess to the personality profiles of immigrants.

"I suspect it comes down to the characteristics of immigrants," she said. "Immigrants uproot themselves from where they were living and, for whatever reason, come to a new place, so they are probably more risk-taking and are more comfortable with the idea of going international."

Research on trade has looked at key factors for success in global markets, she said, and one of those factors is international experience.

"Having leadership with international experience, whether they're immigrants or not, is a key determinant of whether companies are going to succeed in global markets. So let's say you're Canadian born and you've never travelled anywhere else. If you hire someone who's had international experience or is a new immigrant, you can tap into that and your chances for success are greater, all else remaining equal, of course."

The report looked at the exporting immigrants' business connections in Canada and their access to financing and found relatively weak connections here. Although they were generally able to get financing through formal channels, from organizations such as Export Development Canada, for example, they had weak access to informally funding, such as venture capital funding.

"They generally had pretty good rates of getting loan approvals through banks, but we did find that for knowledge-based exporters, there may be a gap because they don't have, say, a factory that can be used for collateral through formal channels. That specific group would be one of the groups we would want to nurture and encourage."

OWIT-Ottawa Events Calendar

Several events are planned for the year, including:

OWIT-Ottawa Get FITT - April 2017

Global Summit of Women Event - May 2017

Trade in Trump Times - What do international trade professionals need to know? - June 1, 2017

OWIT-Ottawa Members Networking Event - Celebrating Canada 150 - June 27, 2017

OWIT-Ottawa Members Networking Event - September 21, 2017

Trade Opportunities in Emerging Economies with TFO Canada - October 19, 2017

2017 Holiday Social - November 23, 2017

Please check our website for more details about each event: <http://www.owit-ottawa.ca/>

Interested in sponsoring an event? Please contact us, we'd love to hear from your organization.

MEMBER PROFILE: Anca Sattler

We interviewed Anca Sattler about her role at the Health Standards Organization and opportunities to explore cultures and markets through international trade



Name: Anca Sattler

Job Title: Legal Counsel, Health Standards Organization (HSO)

A bit about your position?

HSO specializes in the development of best-in-class standards, innovative assessment methodologies, and practical activation services and tools. Its affiliate, Accreditation Canada, plans and provides accreditation services to Canadian and international clients, helping people focus on what matters to them in their local context. As legal counsel, I assist HSO's business unit teams with the implementation of commercial solutions in support of the corporate strategy, while ensuring legal and regulatory compliance.

Interest in trade?

All my life I was fascinated by the differences and similarities between people from different nations. This interest, and the desire to know more and to better understand the world, has led me to learn several foreign languages and to travel as much as possible. After growing up in Eastern Europe and having lived in the United States, I discovered international law during law school and instantly knew that this field of law would become a central focus of my career.

Working in international trade unlocks opportunities to explore new cultures and markets. In today's rapidly changing economy trade affects nearly every sector of the economy. As a trade professional in Canada, a country at the forefront of international trade expansion, there are fantastic opportunities for an exciting career in trade.

Do you have any advice to share with OWIT-Ottawa members?

As a great organization for men and women alike, OWIT offers opportunities to expand knowledge of global trade issues and to advance its members' interest in international trade through networking.

As an OWIT member, I was fortunate to meet with various ambassadors and trade officials from all over the world. By attending OWIT events and seminars you don't just learn about new and exciting news in trade, but you also make meaningful connections that can lead to new business opportunities and long-lasting friendships.

Would you like to partner with or sponsor OWIT-Ottawa?

If so, please contact us at info@owit-ottawa.ca

Join the OWIT-Ottawa conversation at...



www.owit-ottawa.ca

For any questions, comments or submissions, please contact us:

info@owit-ottawa.ca