



Organization of Women in International Trade

OWIT Newsletter April 2019



**THE ORGANIZATION OF WOMEN IN
INTERNATIONAL TRADE
APPLAUDS RECIPIENTS OF ITS
ANNUAL AWARDS FOR 2019**



WASHINGTON, DC – The Organization of Women in International Trade (OWIT) is pleased to announce the recipients of its annual awards. Presented at OWIT’s annual meeting in Washington, DC, the awards recognize outstanding contributions to the organization and showcase how the winners leverage their passion and dedication to advance women in

international trade and business.

“The 2019 award recipients are all outstanding contributors to OWIT and the broader global trade and business community,” says OWIT International President, Jennifer Diaz, “We celebrate the accomplishments of our annual award winners. They are stellar examples of what makes OWIT such an extraordinary global organization.”

2019 Woman of the Year – Susan Baka, President, Bay Communications & Marketing Inc., and VP International, OWIT–Toronto, Ontario, Canada

Susan Baka’s passion for trade is deep and palpable. An energetic advocate for women exporters and for OWIT, she is a prolific writer and global speaker on trade, women’s entrepreneurship and diversity. She

has represented OWIT on panels at the World Trade Organization and in free trade stakeholder consultations. Susan is a founder of the first Canadian chapter of OWIT – in Toronto – and has served on the international board for almost 20 years. As a start-up expert, she has spearheaded countless communication initiatives as well as trade missions to Mexico, Australia and the US, and has mentored the start-up of chapters in other countries. In her own business, Susan works with financial institutions, governments and organizations to help companies go global. She served on the Canadian Minister of International Trade's SME Advisory Board from 2008–11 and, most recently, participated in the Canadian government consultations on the NAFTA renegotiation. "Whether mentoring other chapters, grooming young women to take on leadership roles in OWIT or speaking passionately to elevate the image of OWIT at local, national and international events, Susan is a strong role model," says OWIT–Toronto advisory board member Gail Morris. "She nurtures her contacts in many countries, always promotes OWIT during the course of her own work, and feels strongly about showcasing other role models to inspire women to pursue international trade and business."



2019 OWIT Chapter Member of the Year – Deborah “Debbie” Fallucca, CPA, Treasurer, TBOWIT (Tampa Bay, Florida, US)



A principal and CPA with the Tampa firm, Gregory, Sharer & Stuart, Debbie Fallucca is entering her third year as TBOWIT's Treasurer. During this time, she has not only admirably accomplished this role, but contributes in myriad ways to the chapter. No task is too big or too small as she helps with all that is asked. She makes connections at every networking event the chapter hosts, and has even hosted her own TBOWIT events and promoted TBOWIT at external events. "Debbie is truly passionate about the mission of TBOWIT and OWIT–International," says TBOWIT's President Christyna Doege. "She is a pillar and brings her extensive expertise as a CPA to our organization and a level of seriousness and professionalism from which we all benefit. Quick to compliment and support, we would be the poorer if we did not have Debbie on our team! She makes it all look easy!"

2019 OWIT Chapter of the Year – OWIT–Nairobi, Kenya



OWIT–Nairobi is committed to raising the awareness and advancement of significant trade-related issues. It conducts trade missions that serve as a platform to inform different stakeholders about OWIT and its mission. In 2018, OWIT–Nairobi organized a trade mission to Rwanda in partnership with the Embassy of Rwanda that saw a number of entrepreneurs do business with that country. In addition, it proudly hosted the 18th Annual OWIT Conference, bringing together different trade experts, entrepreneurs and corporates for a three-day, highly-successful event which helped build partnerships with numerous stakeholders. It illustrates its leadership as a chapter by mentoring other OWIT chapters and sharing organizational management experience, processes and procedures.

OWIT–Nairobi is recognized locally as a leader on international trade issues. It enhances professional development of its members through mentoring, sponsoring programs and activities to support the development of personal and professional skills and establishing educational programs, conferences, and other activities to promote international trade employment. “OWIT Nairobi is passionate about empowering women to transform communities through global trade and this award is an affirmation of the work that we are currently doing on the continent,” says its President, Mucha Mlingo, “Thank you to OWIT–International for recognizing the work that went into hosting the 2018 conference, OWIT’s first international conference outside of North America.”

**CALL FOR PAPERS:
MAY 29 – 30, 2019. NAIROBI, KENYA
INCLUSIVE AND SUSTAINABLE PARTICIPATION
AND EMPOWERMENT OF WOMEN IN TRADE**

TradeMark East Africa (TMEA) in collaboration with the **University of Portsmouth (UoP)** and the **Centre for International Trade and Investment Law – India** invite researchers and policy practitioners to participate in a research and policy symposium through submission of innovative and high-quality applied research and policy papers that explore the effective participation and empowerment of women in trade for sustainable and inclusive

socio-economic development.

The submitted papers can be applied or conceptual. While conceptual papers are encouraged to be of direct policy relevance; applied papers must contain empirically tested approaches. Both papers should include examples and experiences, particularly in Africa (papers with practical examples from other parts of the World are also welcome), of the different trade facilitation measures and their associated benefits, opportunities and challenges for effective participation and empowerment of women in trade.

The organizing committee will accept papers from the following thematic topics that relate to participation and empowerment of women in trade:

1. Legal and institutional barriers
2. Inclusion and exclusion in global markets
3. Trade policy advocacy
4. ICT for trade
5. Data and measurement of participation and empowerment of women in trade
6. Socio-cultural enablers and limiters, climate change
7. Regional and continental economic integration.

Of interest too will be papers that focus on a south-south comparative analysis on these topics.

Submit your complete paper to siat@trademarkea.com by April 30th, 2019.

Visit www.trademarkea.com for more details on thematic topics, and symposium registration and logistics.

Limited logistics sponsorship shall be made available to facilitate presentation of selected papers at the conference.

Chapter Corner

Business Women's Trade Mission to Monterrey, Mexico is a Huge Success

TORONTO, ON – A group of 11 Canadian business women representing multiple industries who participated in a trade mission to Monterrey, Mexico this month returned to Canada with some immediate business and leads. Spearheaded by the Toronto chapter of the Organization of Women in



International Trade (OWIT–Toronto), the mission provided opportunities for female business owners and professionals to export and expand globally, as well as to showcase the contribution of women in international trade, in historically male-dominated industry sectors, in both Mexico and Canada

“This was one of the best organized trade missions I have ever experienced because it was all about entrepreneurs,” said **Myrna Bittner**, CEO and Founder of RUNWITHIT Synthetics, “This mission’s spirit was to make things happen, to connect people and to progress things. It was not just political or diplomatic. I gained amazing contacts that would have taken me a long time to find and I had incredible meetings. I might go back to Mexico next month.”

Participants’ sectors included auto-manufacturing, IT, education, transportation, legal, international trade services and government. Coordinated by OWIT–Toronto Co-President **Alma Farias**, the initiative was facilitated by the Canadian Trade Commissioner Service from Monterrey’s Canadian Consulate, in cooperation with the OWIT–Monterrey Chapter, the Ministry of Economy and Labour of the State of Nuevo Leon, and the Cluster TIC Nuevo Leon.

“The trade mission led to a better understanding of the business potential for Canadian companies and has already resulted in business for some,” says Farias. “It also inspired local amazing women entrepreneurs who are now planning a potential Mexican women trade mission to Toronto next year. I am so proud that OWIT–Toronto has fostered a two-way inclusive trade deal with Mexico in this special year when both countries celebrate 75 years of bilateral relations. And it could not have happened without the collaboration of our Canadian and Mexican partners.”

[Click to read more on OWIT-Toronto’s website](#)



**Thank you to everyone
who attended our
International Women's Day
on March 12th at Jones Day!**



Thank you especially to moderator Jenny Leonard of Bloomberg and panelists Congresswoman Suzan DelBene (WA-01) and Congresswoman Jackie Walorski (IN-2) who provided great perspectives on the 2019 Congressional trade agenda!

Both Congresswomen covered a wide range of topics – ranging from USMCA passage to the importance of resolving Section 232 tariffs to advancing and enforcing trade commitments with China, as well as other potential negotiation partners.

We appreciated insights and enthusiasm from both of these amazing leaders as they shared their insights and perspectives on trade, Congress and the role of women driving progress on these issues.

Special thanks to our #OWIT board friends from around the country and around the globe who joined us for an interesting discussion, and an engaging networking reception – some amazing photos of friends & the Capital Dome.

OWIT-Dominican Republic participated in the 2nd Edition of the Women Entrepreneurs and Entrepreneurs 2019



OWIT–Dominican Republic participated in the second edition of Mujeres Empresarias y Emprendedoras on March 27th, 2019 by Emprende SDQ.

The conference, “Dominican Republic in International Trade”, by Mabel Báez, president of OWIT–DR, was a great success, with the attendance of more than 150 people, including women entrepreneurs and influencers from different sectors. Support came from several recognized companies in the country.



From the Coral Gables Magazine March 2019 Issue

Carolina Rendeiro
Chief Marketing and Development Officer, Connect2Global

Carolina Rendeiro, OWIT South Florida VP, has been involved in workplace innovation, international trade, and Coral Gables for more than three decades. Most recently she was president of the World Strategic Forum (2016 – 2018) and VP of International Development for eMerge Americas (2013 – 2016). She previously founded the first co-working space and incubator program in Coral Gables, and was president of the Global Workspace Association. She sits on the boards of BB&T, Sister Cities International, the Coral Gables Economic Development Department, and the Coral Gables Chamber of Commerce (she was chairman 2007 – 2008). Rendeiro is also executive director of Sister Cities of Florida, the incoming president of the Miami Chapter of the Organization of Women in International Trade, and lives in downtown Coral Gables.

Latest Achievement

Rendeiro recently returned from her native Portugal, where she is working to establish a sister city for Coral Gables, and to encourage investment in both directions. She is also consulting on technology for schools and government services in Brazil, Argentina and Chile, and working to attract a fashion institute from London.

What She Says

“People are so close to what we have here, that they don’t actually understand what we have here,” says Rendeiro. “The EU uses us as a launch point for businesses [in the US and Latin America] because we have the diversity, the melting pot of cultures. We also have the people with knowledge that have been in this market a very long time and know how to interconnect it.”

Rendeiro wants to see more US investment in Europe because it will come back to us. “This is how we differ [from Europeans]. We want everything as direct investments into us. The EU looks at it as a two-way street that will benefit us all in the long run.”

[**Click here to read the article in the
March 2019 issue of the Coral Gables Magazine**](#)

OWIT CHAPTERS’ UPCOMING EVENTS



THE BUREAU OF INDUSTRY & SECURITY

"COMPLYING WITH U.S. EXPORT CONTROLS"

APRIL 30-MAY 1, 2019 NEWPORT BEACH/IRVINE, CA



This two-day program is led by BIS's professional counseling staff and provides an in-depth examination of the Export Administration Regulations (EAR). The program will cover the information exporters need to know to comply with U.S. export control requirements. Presenters will conduct a number of "hands-on" exercises that will prepare you to apply the regulations to your own company's export activities.

The workshop will explain:

- The scope of the Export Administration Regulations.
- When you may export without applying for a license.
- How to determine export licensing requirements for your item
- What an Export Management Compliance Program ("EMCP") is, and how it can help meet your regulatory responsibilities.

About the Instructors

The instructors are experienced export policy specialists, and enforcement personnel from BIS's field offices and will be available throughout the seminar to answer your questions.

Location: Hilton Irvine/ Orange County Airport, 18800 MacArthur Blvd, Irvine, CA 92612

Lodging: The Hilton Irvine/ Orange County is offering a special rate of \$169 per night until March 30, 2019 to seminar attendees. Booking details will be provided after registering.

Registration: The registration fee is \$500 per person. The fee includes continental breakfasts, coffee breaks, a luncheon both full days and conference materials. The registration fee is not refundable after April 8, 2019.

Questions? For registration questions, please contact Karen Scuncio at (949) 445-0618 or via email at admin@witoc.org. For more information or questions on the topics to be covered, please call BIS's Western Regional Office at (408) 998-8806.

Register at: <https://witoc.org/events/>

Special Thanks to our Supporting Partner



[Click to register and for more information](#)



**FDA Partnership Meeting:
Bridge to the Future
Wednesday, May 8th, 2019
from 5:30pm – 8:30pm**

*Come participate in this interactive,
informative and "no topic off-limits" forum*

FDA headquarters will provide updates
and hear from the trade community.

- What innovations are coming down the pike within FDA?
- What does industry see as working well?
- Where can FDA make improvements to increase efficiency for stakeholders?
- We need your feedback to create a better future together!



Speakers:

Barbara Cassens, FDA HQ, Director, Office of Partnership
Dan Solis, Director, FDA Division of West Coast Imports

Who will benefit: Trade Compliance, Import/Export Managers, General Counsel, Logistics

Location: Varian Medical Systems, 3100 Hansen Way, Palo Alto, CA 94304

Registration: \$50 for professionals and \$20 for students. \$360 for corporate tables of 8 people. Registration closed Jan. 9, but a limited number of registrations will be accepted with a \$10 late fee.

[Click to register and for more information](#)



2019 Annual Awards Dinner

Honoring Outstanding Women in Trade

Please join us in celebrating the amazing accomplishments of women in trade.

Date: Wednesday, June 12th, 2019 from 6:00pm – 9:00pm EDT

Venue Name: The National Press Club

Location:

529 14th St. NW

13th Floor

Washington, DC 20045

We will award the 2019 Woman of the Year Award, as well as several other awards, including: Business Legacy Award, Government Service Award, Emerging Leader Award, and a Lifetime Achievement Award. We hope to see you there!

5:00pm — 6:00pm | Annual Meeting (*WIIT Members Only*)
6:00pm – 7:00pm | Cocktail Reception
7:00pm – 9:00pm | Dinner and Awards Program

[For more information or to register, click here](#)

OWIT LAKE GENEVA
SUMMER RECEPTION – NEGOTIATION
June 20th, 2019, Location TBC



Do not miss the most significant event of the year. Influential speakers will debate the topic of negotiation. Never an 'old' topic, negotiation is often regarded as 'a dance with your customer or supplier'. If one party knows the steps and the other doesn't, it's difficult to reach an effective agreement. During the event, topics such as how to plan before a negotiation, how to ask effective questions, how to 'read' the other's behavior and how to bargain for the best deal possible will be explored. Like it or not, we negotiate every day, with our partners, with our children, with our bosses and, even with ourselves. How do you manage your emotions during a negotiation process? Is negotiation style different for men and women? How do you control the other party and balance the power? At the end of the evening you'll be able to have enough tools in your hand to conduct an effective negotiation. You will be inspired and empowered!

Our distinguished panelists:

To be updated.

Panel moderator: Hulya Kurt – President, OWIT Lake Geneva



Agenda for the evening:

- 18.30 – 19.30 – Registration & welcome drinks
- 19:30 – 20.30 – Panel discussion
- 20.30 – 21.00 – Q&A
- 21:00 – 22.00 – Cocktail & informal discussion with the panelists

Join us for a lively discussion and a festive networking together with like-minded professional women! Should you want to submit any questions for the panelists ahead of the event, please email us at administrator@owit-lakegeneva.org.

[To register and for more information, click here](#)

OWIT International Webinars & Events

Thanks to all our amazing OWIT friends who enjoyed their latest board meeting in Washington, DC. We were thrilled to get to know you, hear perspectives from around the country and around the world, and share the amazing city of DC!! From our International Women's Day reception to our Ann Taylor networking – so glad you could join us! Here's to the next wave of new friendships and new collaboration!



Virtual Discussion Event – Doing Business in the United States: What You Need to Know
Thursday, April 25th at 10:00am ET

The OWIT Virtual Chapter presents its latest OWIT member highlight and discussion event. This month, our discussion will focus on what individuals and entities need to know when doing business in the United States. After our featured members speak, we'll ask participants to introduce themselves and discuss their personal background and experiences in doing business in the United States. 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 Audrey Glover-Dichter and Deirdre D. Nero. Audrey Glover-Dichter will present on the topic of US advertising, marketing and promotions law. Deirdre D. Nero will present on the topic of US immigration law.

Deirdre D. Nero started her own Immigration & Nationality Law Practice, NERO Immigration Law, in 2009 after having practiced in two large law firms for several years. With 16 years of experience under her belt, Deirdre has helped hundreds of clients from all over the globe navigate the complicated world of Immigration Law. [Click here to read more about Deirdre.](#)

E. Audrey Glover-Dichter has over 25 years of experience practicing law, and she has extensive experience working with clients and businesses worldwide, mostly in Spanish. Ms. Glover-Dichter uses her legal and business knowledge, and foreign language skills to assist her clients to minimize legal risk in the field of advertising, marketing and promotions law (Consumer protection law

compliance -FTC, FDA, CPSC, Can-SPAM, Textile Act, etc.). [Click here to read more about Audrey.](#)

[For more information or to register, click here](#)

OWIT International Partners

GroYourBiz Presents: Investments 101
Thursday, April 25th from 9:00am – 10:00am PDT



Presenter: [Jas Salh](#)
Investment Advisor, [HollisWealth Inc.](#)

What you will learn from key talking points:

- Investing for income
- Investment vehicles
- How women invest
- Difference between TFSA and RRSP
- Markets
- Tax planning

[CLICK HERE TO RSVP](#)

GroYourBiz Presents: Get Your Business Brave On!
Thursday, May 16th from 9:00am – 10:00am PDT



Presenter: [Carol Schulte](#)
Founder, [Living Big](#)

What you will learn:

- What it really means to get your brave on
- The 3 big bravery killers, and how to bust through them
- Why you're still in your comfort zone, and why you need to get out
- The five areas where you could be braver in your business, and easy ways to start today

[CLICK HERE TO RSVP](#)

TRADE READY #TradeElite Chat Recap: Women
Blog for International Trade Experts **Entrepreneurs Share Their Secrets of Success**

Starting or growing your own business is tough. For women, there are even more challenges that come into play. The numbers tell the story about [the challenges women entrepreneurs](#) and women-led businesses face.

1. Approximately 16% of small and medium-sized enterprises in Canada are majority women-owned.
2. Only 10% of high-growth firms are owned by women.
3. Globally, women are less likely to be entrepreneurs and face more disadvantages starting businesses: [In 40% of economies, women's early stage entrepreneurial activity is half or less than half of that of men's](#)

And yet, there is a growing understanding that when women succeed, everyone succeeds. It's estimated that promoting gender equality [could add \\$150 billion to Canada's GDP](#).

Now is a good time to focus on supporting the advancement of women in business.

With a growing understanding across the globe that a balanced world is a better world, **International Women's Day 2019** generated new heights of conversation, inspiration and celebration. We decided to join the conversation and asked ourselves, how do we advance the success of women-led business and women's entrepreneurship?



Forum for International
Trade Training



NCBFAA Needs Subject Matter Experts Like You!

The NCBFAA Educational Institute (NEI) invites all OWIT members to consider authoring an export-focused case study for their Certified Export Specialists! Each year, NEI designees need to earn 20 continuing education credits, and to assist them the NEI offers four free online case studies so that designees can meet their credit requirement without cost or travel. The case studies are based on pertinent industry topics – past topics include *export compliance*, *ZTE*, and *license determinations*.

Authoring a case study is not only a great way to flex your brain muscles and share your expertise, but it is a great way to promote yourself to thousands of students! The case study will be branded with your name and company logo (if applicable), as well as link to your website which will be seen by any NEI student who completes the case study.

While you can author the content for a case study from scratch, you can also opt to base it off a regulation or trade document. We then need 15-20 questions and an answer key with citations. That's it! The NEI provides templates and will format and edit the case study before loading it into the system.

If you are interested and would like an example or more information, please contact NEI Director Cecilia Ferrara at nei@ncbfaa.org.

ADVERTISE WITH US!



Ready to grow your business with OWIT International? OWIT International offers you the opportunity to connect with an audience of global trade to trade professionals, passionate about supporting the advancement of women in international trade and business. To find out more on how to advertise with us, please contact Jen Diaz at President@owit.org.

Free stock image courtesy of pexels.com

Did you know...

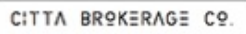
We have OWIT chapters in:

- [Cairo](#)
- [Charleston](#)
- [Chicago](#)
- [Dominican Republic](#)
- [Greater Triangle NC](#)
- [Lake Geneva](#)
- [Los Angeles](#)
- [Monterrey](#)
- [Nairobi](#)
- [New York City](#)
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- [Northeast Ohio](#)
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Please check us out at our social media!



OWIT SMALL BUSINESS SPONSORS



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Don't Miss Out on Any Member Benefits!



Did you know that as a member of one of OWIT's chapters, you are AUTOMATICALLY part of the OWIT International global network? Your complimentary OWIT International membership adds value to your local chapter membership by offering you added benefits and resources, including:

- Reciprocal benefits and member rate for events organized by any OWIT

chapter worldwide

- Member-discounted rate for OWIT International webinars and FREE participation in Members' Only webinars on professional development and special topics;
- Access to an expanded network of business and professional contacts;
- Free listing in OWIT International's searchable online membership directory and password to Members-Only section of OWIT International's website;
- Opportunities for professional growth through participation on OWIT International committees.

As a local chapter member, all you need to do is register on OWIT International's website www.owit.org. Create your free member profile today! If you're not a member of a local chapter, please visit <http://www.owit.org/joinus/chapterlist> to learn more about our chapters. If you have questions, please contact info@owit.org.

Call for Volunteers!

OWIT International needs you! We have nine amazing committees that are seeking volunteers. If you are interested, please contact OWIT President Jennifer Diaz at president@owit.org.

- ***Chapter Development:*** Are you interested in helping grow the OWIT network around the world? If so, this is the committee for you!
- ***Chapter Support:*** Are you interested in helping OWIT chapters learn the benefits of the OWIT network? If so, this is the committee for you!
- ***Marketing:*** Are you interested in helping with OWIT's newsletters and press releases? If so, this is the committee for you!
- ***Social Media:*** Are you interested in helping with keeping OWIT's social media active and up-to-date? If so, this is the committee for you!
- ***Partnership:*** Are you interested in working with OWIT's premier partners to increase the profile of OWIT around the world? If so, this is the committee for you!
- ***Conference:*** Are you interested in helping with OWIT's annual conference to ensure it is a success, with amazing speakers from all over the world, and all members of OWIT around the world attend? If so, this is the committee for you!
- ***Programming:*** Are you interested in helping with OWIT's webinars? If so, this is the committee for you!
- ***Virtual:*** Are you interested in helping ensure OWIT's virtual members who don't have a chapter near them feel included within the OWIT network? If so, this is the committee for you!
- ***Sponsorship:*** Are you interested in helping raise funds for this much-

deserved organization via our small business sponsorship, corporate sponsorship, webinar sponsorship, and conference sponsorship? If so, this is the committee for you!

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About Organization of Women in International Trade (OWIT)

The Organization of Women in International Trade (www.owit.org) is a global association for women in international trade and business. Our 2,000-plus members impact hundreds of millions of dollars in trade and business transactions annually. OWIT's focus is on adding value to our corporate, mid-sized, small business and individual members around the world.



Organization of Women in International Trade
[Website](#)

See what's happening on our social sites:

