



CONNECT

OWIT International 2015 Awardees

Congratulations to the recipients of our 2015 Awards!

Ambassador Darci Vetter is OWIT Woman of the Year.



Darci Vetter serves as Chief Agricultural Negotiator with the rank of ambassador at the Office of the U.S. Trade Representative. She is responsible for bilateral and multilateral negotiations and policy coordination regarding agricultural trade. [Watch](#) an interview with Ambassador Vetter in honor of this award.

Maricarmen Ahedo of Mexico City is the OWIT Member of the Year. [Watch](#) an interview with Maricarmen in honor of this award.

OWIT Chicago is the OWIT Chapter of the Year. [Watch](#) an interview with OWIT Chicago Board members in honor of this award.

Interviews with these phenomenal women are also on the [OWIT YouTube channel](#).



INSIDE THIS ISSUE

OWIT International 2015 Awardees	1
Chapter Update	1
US Government Achieves Goal for Women-Owned Businesses	
OWIT on You Tube	2
New OWIT International Website	2
Understanding culture boosts negotiating success globally	3
International Webinar Program Trade Talk Series...	4

Chapter Update

Welcome back to OWIT - Puerto Rico!



Congratulations and welcome back to the OWIT-Puerto Rico chapter which has revived under the leadership of Maritza Soto and Annie Mustafá Ramos! The chapter held its kick-off activity in April.



OWIT on YouTube

Check out the **OWIT International YouTube channel!**

Playlists include:

Our Vision for OWIT in 2025 – interviews with OWIT members as part of our Strategy Quest. Tape your own videos and post there.

The new “**What is OWIT International**” video is also available! OWIT thanks Jelena Meisel of the OWIT South Florida chapter and her team at **Zonin USA, Inc.**

New OWIT International Website: Have You Completed Your Profile?



If you are a current member of an OWIT chapter, you are now invited to log in and add your profile at <http://www.owit.org>

With 1759 active members listed in the Member Directory, imagine the networking power if we all complete our profiles.

Existing members can do this by checking back to the email sent earlier this year or by using the "Forgot password" link on the **OWIT login page**.

US Government Achieves Goal for Women-Owned Businesses

For the first time, the US federal government hit its women's contracting goal; 5.05 percent or \$17.8 billion awarded to Women-Owned Small Businesses.

To read more about this fantastic achievement [CLICK HERE](#) for the press release.

To learn more about eligibility for doing business with the U.S. Government as a woman-owned business, [CLICK HERE](#).

Understanding culture boosts negotiating success globally

Good cross-cultural communication to increase success negotiating around the world is more than simply memorizing a list of do's and taboos in different countries. In a recent OWIT webinar, **Douglas Cohen**, Senior Manager, Global Trade & Contracts, Worldwide Trade & Legal Associates, outlined six cultural dimensions that exist in all countries:

1. Identity – individualistic vs collectivist culture
2. Authority – high vs low level
3. Risk – averse vs acceptable
4. Achievement – cooperation vs competition
5. Time – deadline driven vs relationship building
6. Communication style – direct vs indirect

Understanding how these play out in different cultures is key to negotiating successfully. He explained how they apply to various geographic regions, which he grouped into nine dominant cultural clusters around the world. For example, the South Asian cluster, including countries like India and Vietnam, is cooperative and looks for a win-win...whereas the Germanic cluster (Germany, Switzerland, Austria) is more formal, punctual and competitive.

Among Cohen's tips for North American businesses negotiating abroad:

- * Slow down. Small talk may make a difference.
- * Take time for social gatherings to build relationships first.
- * Never take yes for an affirmative answer. It can mean different things in other cultures.
- * Don't assume a signed contract is always viewed as binding.
- * Have patience. That is power.

A recording of the webinar is available through the OWIT store at <http://www.owit.org/programs/store>

GLOBAL SUMMIT OF WOMEN 2016

OWIT is an International partner to the 2016 Global Summit of Women. The Global Summit takes place in Warsaw, Poland on June 9 – 11. The Global Summit of Women recently celebrated its 25th Anniversary Summit in Sao Paulo, Brazil in May 2015 with 1,000 participants from 62 countries. The theme of the 2016 summit is "Women: Building an Inclusive Economy in the Digital Age" to spotlight women's influence in creating stronger economies in this new era of technologies. For more information, visit www.globewomen.org.

International Webinar Program Trade Talk Series...

“TRADE FACILITATION & TRADE ENFORCEMENT ACT of 2015: UNDERSTANDING & NAVIGATING THE NEW LEGISLATION “

Please join OWIT-International on **Wednesday, May 11th, 2016, 1 pm – 2 pm EDT**

“WOMEN & MINORITY OWNED BUSINESSES: HOW TO FINANCE YOUR INTERNATIONAL EXPORTS”

Please join OWIT-International together with the EX-IM Bank of the United States on **Thursday, May 5th, 2016, 1 pm – 2 pm EDT** for this program on access to working capital for Women & Minority Owned Businesses.

THE SHETRADES INITIATIVE: CONNECT ONE MILLION WOMEN ENTREPRENEURS TO MARKETS

Please join OWIT-International together with the International Trade Centre (ITC) in Geneva on **Thursday, May 19th, 2016, 11 am – 12 pm EDT**

COST:

OWIT-International Members: \$25

Students: \$25

Non-Members: \$40

For more information and to register for this event, please go to

<http://www.owit.org/programs/webinars>

News to share!

Great things are happening

Please send along to the newsletter editors, Anne Deetjen at annedeetjen@hotmail.com
or Susan Baka at sbaka@baycomm.ca
