

# CONNECT

*Organization of Women in International Trade*

**Newsletter Spring 2017**

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## **Coming to Washington?**

### **Will your chapter be represented at OWIT's Spring Board Meeting in Washington, DC?**

To be held April 27-30, this meeting will be an important follow-up to last fall's board meeting in Geneva where we focused on OWIT's long-term strategy.

Topics to be covered at the day-long Saturday April 29 event include:

- Review of OWIT Strategy 2025, Celebration of Successes & Next Six-Month Plan
- Chapter Best Practice Sessions: Programming & Revenue-Generating Best Strategies; Speaker Bank & Revenue-Generating Program Ideas; Member Recruitment & Retention Best Strategies

This is a great chance to pick up new tried-and-true ideas from other chapters to help yours be more successful. A bonus will be the great social events to meet and mingle with other OWIT reps - often an opportunity to forge new alliances and even friendships.

**Confirm your attendance:** Email [secretary@owit.org](mailto:secretary@owit.org) to confirm your attendance. If you haven't booked your hotel reservation yet, contact the Marriott Residence Inn-Vermont Avenue at 1 800 331 3131 and reference the Organization of Women in International Trade Room Block March 2017.



**Join via videoconference:** Remember, if your chapter cannot participate in person, be sure to join via videoconference. Details will be sent out soon. A heads up that OWIT's 2017 Fall board meeting will take place in San Francisco September 14-17.

## Congratulations to 2016 OWIT Award Winners!

**Announcing the recipients of our 2016 OWIT International Awards:**



### OWIT Woman of the Year

**Anita Zucker**

Chair & CEO  
The InterTech Group, Inc.  
Charleston, USA



### OWIT Member of the Year

**Deanna Clark-Esposito**

OWIT-New York  
Principal Attorney  
Clark-Esposito Law Firm  
New York, USA



### OWIT Chapter of the Year

**OWIT Lake Geneva**

President Nasya Dimitrova

Stay tuned for an upcoming webinar that will feature these winners. Many thanks to all chapters who submitted nominees.

## Faces of Trade Campaign for International Women's Day

 #FacesofTrade	 #FacesofTrade	 #FacesofTrade
 <p><b>Christyna Doege</b> Marketing Program Coordinator Port of Tampa Bay Tampa Bay, Florida, USA</p> <p>Christyna Doege leads efforts to attract new customers, support existing customers and track the movement of goods through Florida's largest port.</p> <p>She serves as a Board member of the OWIT Tampa Bay chapter.</p> <p>Organization of Women in International Trade</p>	 <p><b>Frida Owinga</b> Founder &amp; CEO, PassionProfit Ltd Nairobi, Kenya</p> <p>Frida provides small and growing enterprises with skills and tools to empower them to build successful and sustainable world class enterprises so that they can create more jobs and reduce poverty.</p> <p>She is the current President of OWIT Nairobi (Kenya).</p> <p>Organization of Women in International Trade</p>	 <p><b>Olga Ramirez</b> Specialist International Trade &amp; Customs Mexico City, Mexico</p> <p>Olga Ramirez links foreign companies and Mexican customers in the furniture manufacturing sector. She is shown above with one of her Chinese customers.</p> <p>She is a Board member of the OWIT Mexico City chapter.</p> <p>Organization of Women in International Trade</p>

If you're a Twitter follower, you may have caught our creative [#FacesofTrade](#) Twitter campaign on International Women's Day March 8. It featured a number of our members to illustrate the different "Faces of Trade" and various occupations and

careers of our global membership.

Thanks to Katherine McGregor in Geneva for spearheading this and other social media efforts. She also recently completed a Digital Marketing Strategy for OWIT. Stay tuned!

## Join the conversation!

Connect with @OWITIntl on Social Media



500+ followers



600+ followers



3,000+ followers



2,000+ views

## Be Part of our Social Media Team

OWIT International is seeking volunteers with social media skills to be part of a Social Media Committee. Contact Jennifer Diaz at [jen@diaztradelaw.com](mailto:jen@diaztradelaw.com)



## Calling All Small Businesses: An Offer You Can't Refuse!

You may have noticed that OWIT's home page at [www.owit.org](http://www.owit.org) now displays a number of new logos. These are our new [Small Business Sponsors](#)....and, if you're a small business owner and member of OWIT, you can be there too!

OWIT International is offering an introductory bonus of Small Business Sponsorships for US\$300 for three years.

### As a sponsor you will gain the following benefits:

- Use of the "PROUD SPONSOR OF OWIT" logo on your website
- Your logo at [www.owit.org](http://www.owit.org) with a hyperlink to your site
- Company logo and hyperlink on OWIT's website for 3 years
- OWIT Sponsor logo utilization on small business website and promotional materials
- Access to Speaker Bureau and opportunity to present at webinars
- Opportunity to advertise employment opportunities in OWIT's Job Bank
- Open to all OWIT members

To join our **Small Business Roster**, you can sign up [here](#) or contact Jennifer Diaz at [jen@diaztradelaw.com](mailto:jen@diaztradelaw.com) for more information.

## Welcoming New Alliances

**We are a network built on partnerships.** OWIT continues to build new relationships and forge new alliances with organizations around the world to increase resources and contacts and add benefits for our members.

The following organizations have recently joined our growing list of partners:



**WEGG** is a non-profit organization with a mission to educate women business owners and entrepreneurs worldwide on how to go global so they can run healthier businesses and create a new futures for themselves, their families, and their community.

### **The collaboration**

OWIT International and WEGG will provide their respective members access to benefits such as organization publications, learning opportunities including webinars and networking at respective events, workshops and annual conferences, discounts on programming, and the ability to leverage each other's respective and collective capabilities for the benefit of women business owners.

For more information about WEGG, visit <https://womenentrepreneursgrowglobal.org>



**EXIM Bank** is an independent federal agency that supports and maintains U.S. jobs by filling gaps in private export financing at no cost to American taxpayers. The Bank provides a variety of financing mechanisms, including working capital guarantees and export credit insurance, to promote the sale of U.S. goods and services abroad. Almost ninety percent of its transactions directly serve U.S. small businesses.

### **The collaboration**

As part of the collaboration, the two organizations will organize and promote joint events, boost understanding of trade financing and share success stories on how women-owned companies use financing products to expand internationally.

### ***Growing Minority and Women-owned Small Businesses - May 3, 2017***

EXIM Bank and OWIT Tampa are organizing this engaging symposium. It will review the many resources and services available through the Export-Import Bank of the US, Small Business Administration and the Department of Commerce.

To register: <http://grow.exim.gov/export-essentials-tampa-17>

In the past five years, EXIM has supported 268 minority and women-owned businesses in Florida for an export

value of \$2.6 billion on using Export-Import Bank trade financing products. Now is the time for you to learn how to grow your business through increased international sales!

Learn how to:

- Obtain working capital financing
- Extend credit terms to your buyers  
Protect against nonpayment risk
- Find new buyers

For more information about EXIM,  
visit <http://www.exim.gov>



**Vital Voices** searches the world for a woman leader with a daring vision. Then they partner with her to make that vision a reality. Through long-term investments that expand her skills, connections and visibility, they accelerate her efforts, improving the world for us all.

### **The collaboration**

OWIT can participate in the VV GROW Fellowship program as a "nominating partner." This is a study training fellowship year long program with online and face to face training and development for women in vital business skills and knowledge to expand their business.

OWIT is targeting to nominate 30 women globally. The nomination process is scheduled to begin in late May. In the interim, OWIT members may begin to identify potential candidates utilizing the criteria below.

### ***Candidate Minimum Criteria:***

1. Business in Sub-Saharan Africa, Latin America, Northern Africa/Middle East (must be in-country more than 6 months in a year)
2. Woman-business owner (majority ownership not required) with decision-making authority (eg. Product development, financials, etc.)
3. In "business" at least 3 years
4. Business generates a minimum \$40,000/year in sales (not profits)
5. Business supports a minimum of 3 full-time employees.
6. Must demonstrate leadership either at company or community level with the ability to "Pay it forward" to other women post-training.

Start thinking about eligible nominees and watch for more details soon.

For more information, please check out  
<https://www.vitalvoices.org/2014/08/vv-grow-fellowship-beyond-business-training>



## Resources for Chapters

### Professional Support

OWIT International will be transitioning to a professional association management company mid-year. Stay tuned for details on how chapters can also take advantage of the services of this company to support your chapter through managing the database of your members and event attendees; membership recruitment and follow up; membership retention/renewals; and promotion of events to your members and through social media.....all at a reasonable cost.

### Videoconferencing

Chapters can access OWIT International's Zoom platform for videoconferencing when you can't hold face-to-face board meetings. Contact [secretary@owit.org](mailto:secretary@owit.org) for details.

## New Webinar Recordings

### Trump Tax and Trade Policy Webinar



Within his first two weeks in office, President Trump signed an Executive Order withdrawing the United States from the Trans-Pacific Partnership (TPP) and launched talks to re-negotiate NAFTA. Meanwhile, the U.S. Congress is considering corporate tax reform with a controversial Border Adjustment Tax provision that could potentially impact importers.

At our February webinar on **TRADE, TAX & BEYOND: NAVIGATING THE 2017 U.S. AGENDA**, a panel of experts - including Nicole Bivens Collinson, President, International Trade & Government Relations, Sandler, Travis & Rosenberg, P.A., Dawn Levy O'Donnell, Owner, D Squared Tax Strategies, Rachelle B. Bernstein, VP and Tax Counsel, National Retail Federation, and moderator Angela Marshall Hofmann, President, World Strategies, LLC - discussed:

- What these measures mean
- Possible implications for supply chains
- Considerations for importers

The recorded webinar is available for purchase in our [webinars store](#).

### The NEW SheTrades Web & Mobile Application: Connecting One Million Women Entrepreneurs

[SheTrades](#) is an initiative to connect one million women to markets by 2020. The SheTrades web and mobile application provides women entrepreneurs across the world a unique platform. At SheTrades, women entrepreneurs are able to share information about their

companies, increase visibility, expand networks, connect and internationalize. Find out how to access the platform, how to register as a validator for members, and how to push out as a benefit to women business owners.

Access the free recorded webinar in our [webinars store](#).

## Upcoming Webinars

Our trade talks continue! Join us for an exciting 2017 Spring Webinar Series. Stay tuned for dates and more details.



### Brexit: Status & Implications for UK Trade Partners

On March 29, UK Prime Minister Theresa May triggered Article 50 of the Lisbon Treaty, officially putting the country on track to leave the European Union by April, 2019. This webinar will discuss the historic decision to leave the European Union, what to expect next, and the legal and policy issues Brexit raises for the United Kingdom, the European Union, and the UK's trading partners.



### Why Trade Matters

In an era of growing skepticism on trade, this webinar will feature noted professor of international political economy Dr. Jean-Pierre Lehmann discussing why trade matters. Dr. Lehmann will be joined by other analysts in an exchange that will provide much-needed ammunition for our work as trade professionals.

### THE WTO TRADE FACILITATION AGREEMENT



WTO OMC

### WTO Trade Facilitation Agreement: Cutting Red Tape at the Border

This webinar will explain how the WTO Trade Facilitation Agreement, which entered into force on February 22, 2017, is expected to cut the red tape at borders across the world. What steps will countries be taking and when can traders expect to see results?



### Creating Economic Opportunities for Women Worldwide

The same factors that hold women back in the domestic economy make it difficult for them to take advantage of opportunities created by trade liberalization, whether in the export or domestic market. These limitations include less time, less access to resources, as well as to the financing they need to grow from subsistence activity or even to enter into business at all. This webinar will explore work being done to create economic opportunities for

women to enter the global marketplace, including in some of the more challenging locations around the world.

## OWIT Around the Globe



### **Global Economic Summit on Women's Empowerment in Mumbai, India**

OWIT International President Andrea Ewart attended the 2017 Global Economic Summit on Women's Empowerment, March 27-29, hosted by the Mumbai World Trade Centre, and chaired a panel on Government and Institutional Support for Women.

Andrea was also one of 11 experts featured in an article entitled "L'Egalité par le Commerce" in the French magazine WORK L'Economie au Féminin in Feb 2017.



### **Roundtable for Women Entrepreneurs in Monterrey, Mexico**

During a March Roundtable for Women Entrepreneurs in Monterrey, Mexico, OWIT-Toronto and OWIT-Monterrey signed a Letter of Intent to collaborate on events and trade missions.

The Roundtable was organized by Global Affairs Canada and chaired by Canada's Minister of International Trade, the Honorable Francois - Philippe Champagne, during his tour of Mexico. He - along with Consul General of Canada in Monterrey, Bez Babakhani - was in attendance for the signing ceremony.



### **Women Vendors Exhibition Forum 2017 in Istanbul, Turkey**

OWIT Nairobi was happy to participate at the Women Vendors Exhibition Forum 2017 in February which was organized by the International Trade Centre (ITC) and KAGIDER, the largest women entrepreneurs' association in Turkey. OWIT Nairobi had a team of nine women in business services who were able to make connections that are turning into paid work for some of the participants.

The chapter's 2017-2020 objective strategy is to connect 10k women to global markets by leveraging technology, creating networking opportunities and unlocking financial services for women. This was in line with that objective and the chapter looks forward to participating in more such events.





**EXCELerate 2017:**  
**GroYourBiz with the Speed of Collaboration**  
*May 3-5, 2017 in Vancouver, BC*

Following its inaugural conference in 2015, EXCELerate 2017 will continue to INNOVATE, INSPIRE and INFLUENCE business owners to focus on new ways of thinking beyond the norm. EXCELerate 2017 will foster and support the economic empowerment of women by enhancing business among companies across Canada, the USA and Internationally through its community of alliances. For details and to register, visit <http://excelerate-conference.com>



**SheTrades Connect at Pure London**  
*July 23-25, 2017 in London, UK*

The International Trade Centre's (ITC) SheTrades Connect will be at Pure London, UK's largest gathering of fashion buyers that showcases footwear, accessories and ready-to-wear collections from over 1,000 mid to high-end brands and designers. SheTrades Connect is committed to ensure that women entrepreneurs (WBEs) are well prepared to take advantage of trade opportunities and seeks to build WBEs capacity to meet buyer requirements. OWIT can nominate high-growth potential businesswomen in the Textiles and Apparel sector. Information: [womenandtrade@intracen.org](mailto:womenandtrade@intracen.org)  
<http://www.purelondon.com>



**Your Future in Global Markets**  
*October 2-4, 2017 in Gatineau, Canada*

This conference to mark the 25th anniversary of FITT-Forum for International Trade Training will bring together 300+ international business professionals for two full days of keynote presentations, panels, interactive workshops and one-of-a-kind networking opportunities, all designed to build international trade expertise...from what to do today, to preparing companies for the future. It will be held at the Hilton Lac Leamy, Gatineau, Quebec, just outside of Canada's capital, Ottawa). Information: <https://fittfortrade.com/your-future-2017> or 613-230-3553.

## **Volunteers Wanted:** **OWIT Corporate Sponsorship Committee**

Contact Vicki Wilkerson at [vwilkerson@salesforce.com](mailto:vwilkerson@salesforce.com) or Jennifer Diaz at [jen@diaztradelaw.com](mailto:jen@diaztradelaw.com).

## **OWIT Newsletter Team**

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### ***About Organization of Women in International Trade (OWIT)***

The Organization of Women in International Trade ([www.owit.org](http://www.owit.org)) is a non-profit professional organization dedicated to advancing global trade opportunities for women by providing networking and educational opportunities. It has over 26 chapters in countries worldwide as well as a virtual chapter.

OWIT International [info@owit.org](mailto:info@owit.org) | [owit.org](http://owit.org)

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