



WOMEN IN EXPORT

Success in Exporting Services

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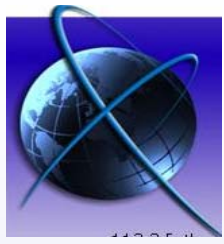
My Relevant Experience

- **Canadian private & public sectors**
- **Chief, Trade in Services Section, International Trade Centre, Geneva**
- **established women exporters networks in Africa**
- **led a trade mission of Asian, African, South American women to Canada (2007)**



SUCCESSFUL SERVICES EXPORTING

- **What are services?**
- **Why is exporting services so different?**
- **What support mechanisms are necessary?**
- **What are some success strategies to be shared?**



What are Services??

- **business, professional services**
(accounting, consulting, engineering, translation, audio-visual, printing, architecture, printing, public relations, marketing, etc.)
- **tourism-related** (travel agencies, tour operators, destination operators, etc.)



Why is exporting services different from products??

- you are selling a "promise"
- difficult to use agents, distributors, trading houses
- must have good marketing/networking skills
- service providers are usually very small businesses
- need to be known in the marketplace



What are the main challenges??

- obtaining financial assistance without physical assets**
- developing marketing skills**
- establishing a global network**
- building confidence to "go global"**



What support mechanisms are necessary??

- **good support and network at home**
- **understanding; creative solutions from lending agencies**
- **women in trade as a government priority**
- **trade promotion activities to work for the service sector**
- **education on developing necessary soft skills**



SUCCESS STRATEGIES:

- determine how to *differentiate* your offering- practise "relationship marketing" skills
- find opportunities to network
- obtain referrals and recommendations
- build your confidence as a world player
- use the internet
- build your profile and credibility
- have world-class marketing materials
- study what worked for Jeri in Malawi

and remember...



YOU CAN DO IT!!!!!!



VISIT THIS SITE....

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Go to "Share their experiences"

ASK ME ANYTHING AT:

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