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# Women In Trade

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Presentation By:

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# Objective of Today's Presentation

- Examine best practice models for engaging and communicating with micro-enterprises to enhance trade opportunities
- Identify interested individuals/entrepreneurs who have products that “fit” models, and are looking for market entry opportunities

# Opportunities in Distribution

- Over 625 First Nations communities across Canada
- Need approaches to develop distribution or strategies to create economies of scale, build distribution and consolidate the potential of their products - which are increasingly in demand.

# **APEC Project**

## **Micro-enterprise Models in the APEC Economies**

# Objectives of Models Project

1. To increase APEC's knowledge/understanding of successful support strategies to support growth for micro- and small-scale entrepreneurs in developing and developed economies, with an emphasis on increased international trade linkages, to inform the development of future micro-enterprise support programming and policy.
2. To identify effective micro-enterprise policy and program support models that foster increased growth for micro-enterprises, increased international trade, and micro-enterprise network development.

# Objectives continued

3. To establish a set of detailed guidelines (a 'tool box') for establishing micro-enterprise growth policies and programs based on the successful models, with a particular emphasis on women's micro-enterprises, indigenous micro-enterprises and rural micro-enterprises.
4. To apply the models in actual pilot project and begin trading with interested MEs economies

# Models/Best Practices

- **Catalogue distribution**
- **E-Business communities**
- **Facilitator models**
- **Public support measures**

# Characteristics of the models

**Catalogue Distribution:** Product offerings in hardcopy or virtual format that enable an entrepreneur to offer an assortment of products in the marketplace through targeting of a specific type of consumer. **E.g. 2010**

**E-Business and E-communities:** These are electronic forums that connect participants and stakeholders online to share learning and best practices, forge market and trade development activity, and enable feedback through a dynamic platform, video clips, web casting, videoconferencing and other technological tools.

# Models...continued

**Facilitators:** intermediaries that work with businesses to scope opportunities in the marketplace and identify ways to facilitate co-operative activities for women to grow their small production businesses or products.

Assist small enterprises to get products ready for distribution including identifying and developing markets for specific products.

# Guidelines

- **Key Export Considerations**
  - **Product Aggregation - Transportation**
  - **Networks**
  - ***Target Niche Markets***
  - ***Standards and Quality***
  - ***Knowledge of Foreign Markets***
  - ***Regional Differentiation and Economy Identifiers***
  - ***Protection of Original Products and Designs***

# Going Forward

- ***Expand to Pilots***
- ***Public policy support measures:***  
Government and often private sector driven measures designed to target specific impacts or reach critical objectives in business activity.

# Going Forward

- Looking for interested economies to participate in applying these models order to document the tools required
- Move to actual trade
- Indigenous/rural/remote origin products are of particular interest

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Thank You -Megwetch

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