



TFO CANADA 2021 IMPACT REPORT

April 2020 - March 2021

Information. Advice. Contact.



MESSAGE FROM OUR EXECUTIVE DIRECTOR



On behalf of TFO Canada's Board of Directors and staff, it is my pleasure to present the organization's first Annual Impact Report. The year was dominated by the COVID-19 global pandemic and had a huge influence on how we interacted with various stakeholders around the world. Our mission of improving lives through the creation of sustainable trade partnerships for exporters from developing countries with Canadian and foreign buyers was a big challenge, necessitating immediate adjustments on how we performed our work and delivered impact.

Given the challenges we all faced with many countries limiting international travel, often closing their borders for non-essential movements, many of us had to adapt our ways of conducting business. In a fast timeframe, many have become experts in using online platforms and relied on them as a primary means of communication.

At TFO Canada, we have adapted as well, offering more of our services online. When delivering some of our capacity building programs, we have also worked in a more meaningful way with consultants on the ground. Furthermore, our training placed a greater emphasis on how to use digital tools, online marketing and leveraging e-commerce platforms. Trade promotion activities have also gone online, and we participated in a few virtual tradeshow during the year.

I would like to thank our donors and financial partners for their ongoing trust and support through these turbulent times.

This year was particularly demanding on TFO Canada's employees, consultants and volunteers. I am very grateful for their contributions. Their commitment to our mission has been most impressive!

Steve Tipman
Executive Director

OUR FUNDERS

The Conference Board of Canada



TFO CANADA



Trade Facilitation Office (TFO) Canada is a non-profit organization whose mission is to improve lives by creating sustainable trade partnerships for exporters from developing countries with Canadian and foreign buyers. TFO Canada assists Small and Medium sized enterprises (SMEs) and Trade Support Institutions (TSIs) from developing countries to access international markets through information, advice and contact services. Since 1980, TFO Canada's internationally experienced project staff and sectoral experts have been providing trade promotion and capacity building services to tens of thousands of SMEs and TSIs from Latin America and the Caribbean, Africa, Asia and the Middle East

AROUND THE WORLD

27

countries

\$1.6 M

Total sales in export from SMEs

1,393

Total number of TSIs and SME's trained

Projects

Women in Trade for Inclusive and Sustainable Growth Funded by Global Affairs Canada (GAC).

Women in Trade Knowledge Platform to Boost Inclusive and Sustainable Growth funded by the International Development Research Centre.

Fostering Inclusive and Sustainable Economic Growth: Making Comprehensive and Progressive Trans- Pacific Partnerships (CPTPP) Work for Vietnamese SMEs funded by GAC through CoWater International.

Expanding Access to Canada's Organic Agri-Foods Market for ASEAN SMEs funded by GAC through CoWater International.

Export Launchpad Bangladesh. Jointly funded by International Islamic Trade Finance Corporation and GAC.

Canada-Ukraine Trade and Investment (CUTIS) funded by GAC through The Conference Board of Canada.

Making Trade Work for Women in Sub-Saharan Africa funded by GAC.

Training of Trainers for the Promotion of Malian Women Entrepreneurs' Access to the Canadian Market funded by UN Women.

She Trades Export Marketing Mentoring Project funded by the International Trade Centre

TFO CANADA'S VALUES

Sustainable Growth: We bring solutions that enhance the well-being of individuals and communities now and into the future.

Canadian Perspectives: We ground our views in Canada's culture, reputation and ethics to bring added value to our stakeholders.

Dedication: We bring a sense of higher purpose to our work.

Gender Equality: We know that communities are enriched when women are empowered to make positive change.

Commitment to Partnerships: We leverage the expertise of our partners and harness local knowledge for greater social impact.

TRADE SUPPORT SERVICES & MARKET INTELLIGENCE

12,249

Exporters accessed TFO Canada online services

2,049

Importers registered on the TFO Canada website

1,826

TSI's accessed TFO Canada online services

INDICATOR	TOTAL	WOMEN
Total exporter offers	1,580	1,169
Webinars	10	-
Total number of webinar participants	504	312
Market information Papers (2 updated papers and 2 brand new papers)	4	-
Number of MBA market entry studies completed	5	3

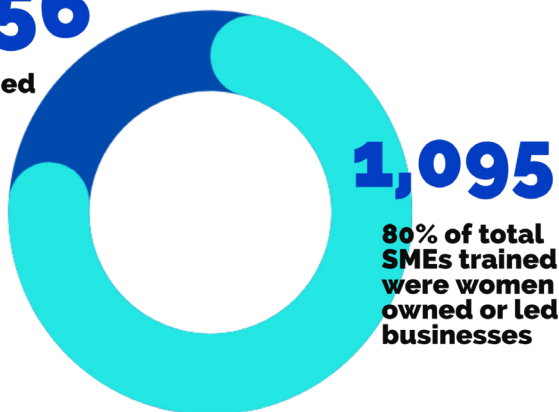
TFO Canada provides general and sector-specific information for the benefit of exporters and Trade Support Institutions researching or implementing a market-entry strategy to export their products or services to Canada.

We create market opportunity studies, using trade flow analysis and other research sources, to identify a country or region's best opportunities for expanding trade to Canada these studies include gender and environmental analysis.

STRENGTHENING THE CAPACITY OF TRADE SUPPORT INSTITUTIONS (TSI) & SME EXPORTERS

1,356

SMES trained



57 TSIs trained of which 53% of the participants were women officers

"I want to inspire women to create something for themselves and their communities I want to thank TFO Canada team for their support and motivation. Keep up the good work and thank you for your continuous encouragement".

-Aling Nur Naluri Widiанти founder of Salam Racange, Indonesia

INCREASING ACCESS TO CANADIAN AND INTERNATIONAL MARKETS

"All the training sessions are useful for us as well as for SMEs. The training provides us with information and skills to take advantage of the agreement to develop export to its members."

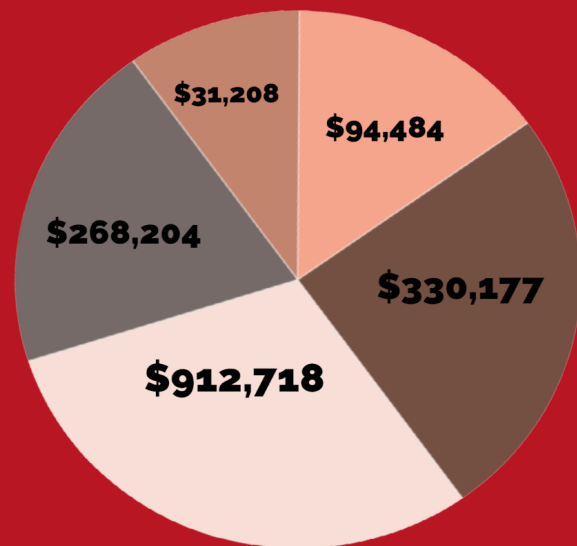
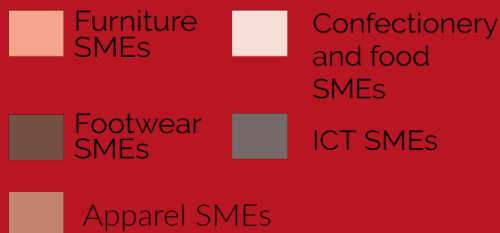
— Mr. Pham Ngoc Thanh - Vietnam Association for Women Entrepreneurs.

35 SMEs participated in virtual business to business meetings

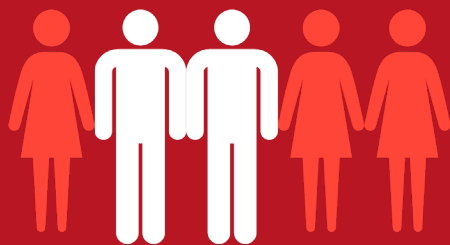


8 were women led/owned businesses

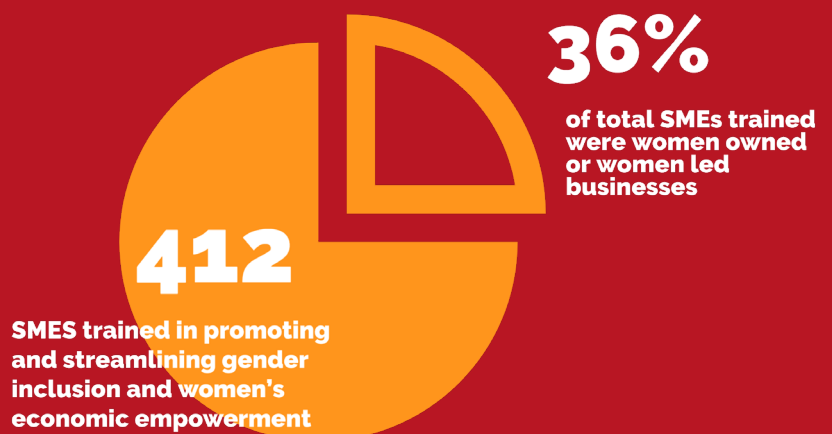
\$1.6 million generated at virtual trade show's in export sales.



STRENGTHENED REPRESENTATION & PARTICIPATION OF WOMEN IN DECISION-MAKING IN TRADE SUPPORT INSTITUTIONS & SME EXPORTERS



57 TSI's trained, of which 53% of the participants were women officers



UNDERSTANDING THE CANADIAN & OTHER INTERNATIONAL MARKETS IN ENVIRONMENT & CLIMATE CHANGE & RESPONSIBLE BUSINESS PRACTICES

INDICATOR	TOTAL	WOMEN
Trade Support Institutions that participated in training sessions regarding environmental impacts and Corporate Social Responsibility practices when doing business with buyers in international markets	4	4 women officers (50%)
Total SME exporters that participated in training sessions regarding environmental impacts and Corporate Social Responsibility practices when doing business with buyers in international markets	72	40



Project in Vietnam



Export Launchpad Bangladesh

TESTIMONIES FROM MBA PROGRAM COORDINATORS

"For over 30 years, the collaboration between TFO Canada and the Telfer School of Management of the University of Ottawa with its MBA Market Entry Study Program has provided invaluable practical experience to MBA students in the field of strategic marketing. Students consistently rate the project as highly relevant and stimulating. The client firms appreciate the students' dedication and have implemented a number of the recommendations, some of them successfully entering the Canadian market."

-Martine Spence - Professeur Titulaire / Full Professor ÉCOLE DE GESTION TELFER SCHOOL OF MANAGEMENT Université d'Ottawa | University of Ottawa

"The eleven-year partnership between the Trade Facilitation Office and the Community Service Initiative of the John Molson School of Business (JMSB) at Concordia University, to collaborate and develop export market studies for selected small-and-medium-sized exporters (SMEs), is a true example of "Real education for the real world." JMSB MBA students, working in teams as consultants, gain cross-cultural exposure to the global export environment. They improve their understanding of export logistics, conduct targeted market research and strategic analysis and provide practical and target-market related information and a market entry strategy for SMEs, from Africa, Asia, Middle East and South America that want to access the competitive and developed Canadian Market."

-Dave McKenzie, GDIA, MA -Founder and Coordinator, Community Service Initiative (CSI) John Molson School of Business, Concordia University

AÏSSATA NAMOKO'S STORY

"I was pushed by my passion for textiles and sewing; I learned these skills from my mother as a child. The most exciting thing about what I do is the dying process especially using indigo dye"

Djiguiyaso- which means "house of hope" in the Malian language Bambara- is a cooperative established in Mali in 2004. It specializes in textiles often made using traditional methods and environmentally friendly dyes, creating a product that is distinctly Malian. Aïssata Namoko is the founder of Djiguyaso and has worked in the sector for 60 years along with her family members. From the age of 6 she learned about Malian textiles from her mother who used to be a weaver. This intergenerational practice of textile production is essential for passing down traditional knowledge and led Aïssata to establish Djiguyaso. Diguyaso offers the world quintessential Malian textiles that are turned into homeware, home décor, apparel and accessories.

In 2004 the cooperative started out with 10 women, and now it works with over 100 local women and 24 men. Over the years Aïssata has provided training to women and men in her community on dying, spinning, cutting, sewing, crocheting, weaving, and product finishing.

"I was pushed by my passion for textiles and sewing; I learned these skills from my mother as a child. The most exciting thing about what I do is the dying process especially using indigo dye"traditional methods to create the finalized product."

Read Assiata's full story at www.tfocanada.ca

JUAN MANUEL DUQUE'S STORY

Juan Manuel Duque is the CEO of **Mambo studios** which has been exporting services out of Colombia for the last 7 years. Mambo studios is a creative service that creates and produces advertising for corporations including animations, videos, graphics, motion graphics and innovative services.

Like many places in the world, Colombia underwent lock down procedures to reduce the spread of the COVID-19 virus. While this presented itself as a challenge for many SMEs, Mambo Studios have been fortunate enough to continue business. "It's one of the benefits of being a service provider that works mainly online. The lock down has to some extent affected our clientele in Colombia, however overseas we still have work from the United States, Canada and Puerto Rico".

"Prior to the lock down we had clients mainly from the United States and Panama, we always wanted to tap into other international markets and Canada seemed like a great opportunity. Through ProColombia Mambo studios was introduced to TFO Canada and the Gateway to Trade program in 2018. Through this program we received training sessions in Colombia about the Canadian market and client base. From there on, out of the 40 companies that attended the training, we were one of 14 to be selected to come to Toronto to attend B2B meetings and meet potential clients. This was a great opportunity because we had scouted out a production company called Double Barrel that fit the profile of services we offer. Through TFO Canada we managed to arrange meetings with them and from there Double Barrel became a partner.

Read Juan's full story at www.tfocanada.ca

"At Mambo studios we are able to relate culturally with the markets we work with. We understand the cultural values that each country has which allows us to adapt our content....."



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