



Information. Advice. Contact.

ANNUAL IMPACT

REPORT 2022-2023



MESSAGE FROM OUR EXECUTIVE DIRECTOR



Steve Tipman
Executive Director

It is my pleasure to present TFO Canada’s Impact Report for 2022-23. This year was marked by the re-introduction of several in-person activities, along with the resumption of international travel. While the year was not a complete “return-to-normal”, our team, partners, project participants and funders were able to adapt nicely to several challenges that included global inflationary pressures, political unrest in some countries as well as the ongoing struggles related to Russia’s invasion of Ukraine.

This year’s report highlights a number of impactful activities and thematic areas that are representative of the work TFO Canada performs. From exporter training/capacity building programs to international market access activities, to research and understanding key sectors, our reach has been tremendous. As a result, we’ve been able to advance in the delivery of our mission of improving lives through the creation of sustainable trade partnerships for exporters from developing countries with Canadian and foreign buyers.

Like past years, none of this would be possible without the network of partners we’ve developed over time. These include the funders, partners, associates and collaborators who contribute towards our organization’s success.

As always, in a year that had many challenges, I am very grateful for the hard work that our dedicated team has put forward during the year. Adaptability was key and you demonstrated it in spades!

FUNDERS



MISSION

Trade Facilitation Office (TFO) Canada is a non-profit organisation whose mission is to improve lives through the creation of 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, trade facilitation and capacity building services to tens of thousands of SMEs and TSIs from Latin America and the Caribbean, Africa, Asia, the Middle East and Eastern Europe (notably Ukraine).

YEAR IN REVIEW

As the main COVID-19 pandemic measures were lifted, many in-person events resumed during the year 2022-2023. TFO Canada implemented several projects and a variety of initiatives aimed to empower SMEs and enhance their competitiveness in international markets in 4 thematic areas.

1. MARKET ACCESS AND TRADE PROMOTION

TFO Canada facilitates access of SMEs to international markets by helping in sector/industry research, entry strategies, trade promotion events and networking opportunities.

5 TRADE MISSIONS

(SIAL Canada, NY NOW, SIAL Paris, NY NOW Winter Show, IFE)

121 SMEs

95 WOMEN LED

from Jordan, Morocco, Peru, Colombia, Guatemala, Senegal, Madagascar, Ethiopia, Bangladesh, Kenya, Ghana and Ivory Coast participated and made

2,552 BUSINESS CONTACTS

resulting in an estimated

\$CAD 3.1 MILLION

in export sales.

“Thanks to technical and financial support from TFO Canada, Africa Foodies Industries participated last October in the International Food Exhibition (SIAL) in Paris. This skylight has enabled the company to identify more than a hundred contacts in various sectors, suppliers of equipment or raw materials, potential customers, distributors with whom discussions have been initiated and some signed agreements”.

Ms. DEGNI épse SERI Nangban,
Managing Director of Africa Foodies
International, Ivory Coast.



Peruvian SME at the SIAL Trade Show in Montreal, Canada

2. RESEARCH AND MARKET INTELLIGENCE

TFO Canada offers insights into market trends, consumer preferences, products innovation and emerging opportunities allowing SMEs to make informed decisions and adapt with changing market dynamics.

In total:



In 2022-2023:

1,023 new SMEs registered on TFO Canada's online platform



406 WOMEN
Led



207 MEN
Led

and



410 MIXED OWNERSHIPS

4 MARKET INFORMATION PAPERS (MIPs)

in the following sectors: home décor, processed fruits and vegetables, fresh fruit and vegetables, and video game, software development and animation clusters.



11 MBA MARKET ENTRY STUDIES

completed for women-led businesses

Established a Women in Trade Knowledge Platform

that will help women-led businesses improve their knowledge of Canadian and international markets. The research was undertaken in 6 countries (Ghana, Nigeria, Madagascar, Senegal, Vietnam, and Cambodia) and will be useful for SMEs, TSIs and policy makers to know where to focus their resources to have more impact on women's economic empowerment.

Some findings:

- Women tend to be hired for other reasons (skills, productivity, nature of work etc.) than bridging gender gaps. No deliberate policies to address the latter.
- About 88% of SMEs that provide benefits to their employees provide the same benefits to men and women.
- Overall, about 20% of all respondents mentioned women-led SMEs face technological challenges while almost 30% mentioned that trade-related information is difficult to find.
- Average salaries of both male and female workers are higher in exporting SMEs vs. non-exporting ones.

“Through the John Molson School of Business MBA Community Service Initiative program, I had the opportunity to work with Mambo Studio in Colombia in partnership with the Trade Facilitation Office (TFO) Canada. I enjoyed interviewing industry experts and received many insights from the CEO of Mambo Studio, Juan Manuel Duque. My biggest joy is to hear from the CEO that he used the [market entry study]... to expand in other international markets and that since two years, Mambo Studio has been soaring.”

Magalie Han,
Advisor, John Molson School of Business Concordia University in the MBA Program

Market Prospecting Study for PROMPERU

TFO Canada developed a market prospecting study on exports of processed food in Canada for PROMPERU. The study identified potential Canadian buyers and provided relevant information to support Peruvian exporters to develop strategies focused on the Canadian market.

3. CAPACITY BUILDING AND SKILLS DEVELOPMENT

TFO Canada empowers SMEs and TSIs with knowledge and skills to engage effectively in global trade by providing training that incorporates an understanding of international trade, business development strategies, gender equality and social inclusion (GESI), climate change, environmental considerations, reaching 25 countries from Latin America and the Caribbean, Middle East, Africa, and Asia.

In 2022-2023:



SME Export Readiness Training in Vietnam



Export Readiness Training for SMEs in the Agro-Processing Sector in Bangladesh



Export Readiness Training for SMEs in Haiti in Digital E-Commerce and Aromatherapy sectors

913 SMEs were trained in key areas such as export readiness, climate change and corporate social responsibility (CSR), e-commerce and digital marketing,

out of which

554 or **61%** were women led

79% SMEs developed new or improved existing export plans to include environmental strategies,

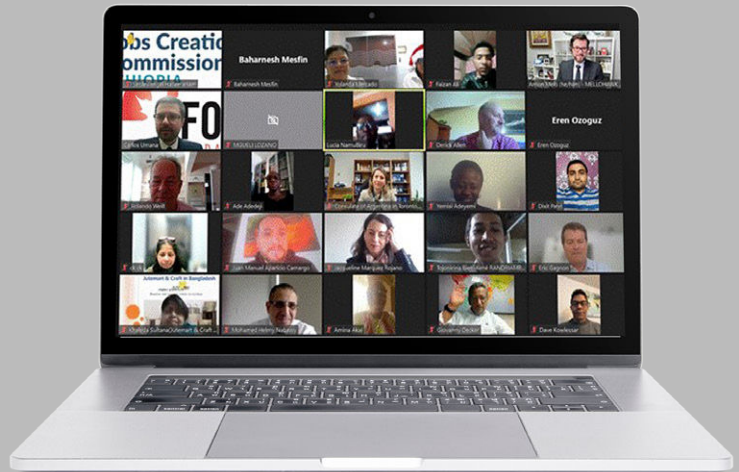
34 TSI PARTNERS developed gender action plans out of which **24** Implemented at least one action to increase women empowerment in trade, gender equality and inclusion

2 MARKET FAMILIARIZATION TOURS dedicated to SMEs from Uganda, Madagascar and Haiti.

7 TSI PARTNERS implemented new/improved inclusive governance and accountability structures

HOSTED 5 WEBINARS

on 'Essentials to starting an import-export business with Canada', 'Preparing for a trade show for an SME in home decor and fashion accessories - NY NOW under the spotlights' to include 3 sessions on Introducing TFO Canada Online Services 2022 in English, French and Spanish.



Webinar: Essentials to starting an import-export business with Canada

“Promoting gender is a major concern of the President of the Chamber. With the Gender Equality and Social Inclusion (GESI) training, women have been put much more at the centre of certain activities to give them more self-confidence. For example, there have been appointments to decision-making positions. When you look at our management committee, there are 6 women and 4 men. On the recommendation of TFO Canada, the CCI-Benin is developing a gender policy and a gender action plan, the terms of reference for which will be drawn up in collaboration with the UNDP”.

Cellia Akinhola,
Women in Trade for Inclusive and Sustainable Growth national project manager,
Chambre de Commerce du Benin (CCB)



Trade Representatives Seminar in Ottawa

HOSTED 4 TRAINING SESSIONS

for Trade Representatives in Ottawa, Toronto, Montreal and Vancouver, with participation of

65 TRADE REPRESENTATIVES

from developing countries based in Canada

31 women, equivalent to **48%** of total participation

4. TRADE FACILITATION

TFO Canada advocates for favourable trade facilitation measures that support SMEs in international business by engaging with policy makers to reduce barriers for SMEs.

In Peru, as the project implementer of the Alliance, TFO Canada worked with the private sector and the agency responsible for issuing food export licences, the General Directorate of Environmental Health and Food Safety (DIGESA) in making its procedures more transparent, consistent, and user-friendly, with special emphasis on micro, small and medium enterprises (MSMEs), many of them women-owned or led.

In summary:

121 trained in the
**USE OF THE DIGITAL
DIRECTORY**
69% PARTICIPANTS
WOMEN



TFO Canada scoping mission to Peru with PROMPERU

45 PARTICIPANTS
were trained in the use of manuals
and database of requirements at
selected export markets, and pre-
market authorisation tools.

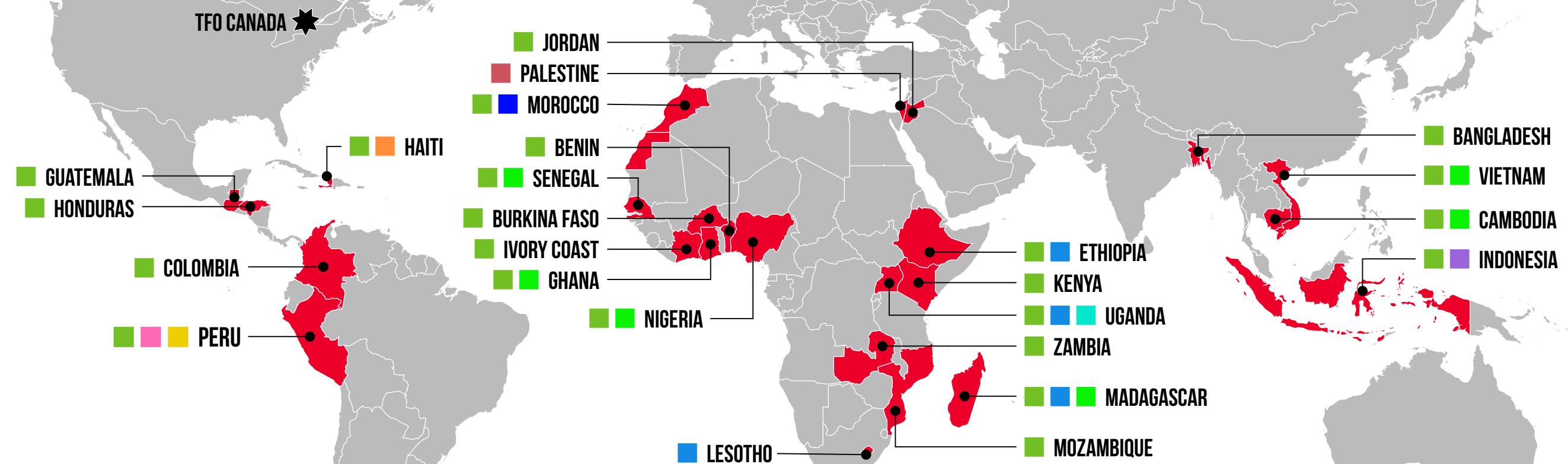
14 LEGAL DOCUMENTS
WERE IMPROVED.

45 SMEs
trained, 11 Women Led, in export taxes and
regulations, logistics, customs agencies, customer
experience under the conferences on international
trade led by UPS. **Read More**

Through our partnership with the Alliance, TFO Canada is supporting the Indonesian government to strengthen and enhance its existing risk management system for controlling imports of fish and fishery products. As a result, Indonesia's Fish Quarantine and Inspection Agency (FQIA) will benefit from a more comprehensive approach to monitoring and controlling imports, ultimately reducing the percentage of shipments deemed high-risk and subject to inspection. Also, new inspection strategies, such as pre-border and post-border checks, will further reduce the need for at-the-border interventions and expedite the overall clearance process.

Read More

WHERE WE WORK



PROJECTS

- Women In Trade for Inclusive and Sustainable Growth (2019–2025)
- Making Trade Work for Women in Sub-Saharan Africa (SMO-LUME) (2019–2024)
- Supporting the private sector development through investment promotion to help Haitian small and medium enterprises access the North-American Market (2021–2024)
- Export Launchpad Uganda (2022–2024)
- Improving risk management of import control and inspection system of Fish Quarantine and Inspection Agency (FQIA) (2022–2023)
- Improving procedures and authorisations for exports and imports of processed food (2021–2022)
- Training workshops on Access to Markets and Management of Value Chains for the Benefit of Women (2023–2024)
- Market on Export Opportunities for Processed Line Products in Canada (2022–2023)
- Information and Communication Technology (ICT) Landscape and Needs Assessment for the Canadian Market (2022–2023)
- Women in Trade Knowledge Platform to Boost Inclusive and Sustainable Growth (2020–2022)

IMPACT STORIES

COOPERATIVE SANAD: A COMMITMENT TO THE ECONOMIC EMPOWERMENT OF RURAL WOMEN



Coopérative Sanad is an agricultural cooperative that brings together 68 rural women who specialize in the production and distribution of spices, mixed spices, and grains in Morocco. Founded by Amina Majdi in 2013, Coopérative Sanad was one of five SMEs in the processed food sector chosen by the International Trade Centre’s SheTrades Morocco program to attend the SIAL Montreal trade show in April 20-23, 2022. “Our experience at SIAL was excellent,” comments Amina. “Our stands were constantly visited by prospective buyers, probably due to the amazing smell and colours emanating from our display.” Coopérative Sanad also attended multiple B2B meetings with Canadian clients, during which it gained 13 new business contacts and successfully secured two orders. Riding on this wave, the cooperative is preparing two further orders to Canada for mixed spices and grains. **Read More**

Our work contributes towards



TFO Canada

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