

EXPORT TO CANADA NEWS

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CLIMATE CHANGE AND SME RESILIENCE

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STEVE TIPMAN
EXECUTIVE DIRECTOR
TFO CANADA

Planning our future together

For many of us, December is the month for reflecting on the year's accomplishments, celebrating the Holiday Season, spending time with family and loved ones, and planning for the future. While many of these activities can be personal endeavours, given the number of small and medium-sized firms TFO Canada supports, we realize that they often extend to your business as well.

At TFO Canada we have been reflecting lately on the work that we do, the support that we deliver, the countries, institutions and companies with whom we work, and what the future might hold. Through these deliberations, we see that there are a few important themes that will influence our plans for the future.

Localizing our work: TFO Canada does a lot of its work through partnerships with trade support institutions that serve small and medium enterprises (SMEs) in beneficiary countries across the globe. Over the years, this has proven to be an effective way of delivering value and development impact. Another area that has grown in importance and proven to be an effective way to implement project activities has been through the engagement of consultants who reside in the countries as well. These have been a successful form of collaboration that we expect to grow over time.

Environment, climate change and trade: Climate change is having a negative impact on what countries can produce and export. Nations that are very reliant on agriculture are extremely vulnerable to weather patterns and need solutions to adapt. We have seen crop yields in regions that are close to the equator drop, with many countries suffering food insecurity in Africa, Asia and South America. Developing country SMEs need support that will enable them to build their economic resilience in the face of these realities.

The Role of Digital Technologies: The COVID-19 pandemic demonstrated how successful SMEs were often the ones that leveraged technologies such as e-commerce and digital marketing. As the global economy continues to recover from the devastating effects of COVID-19, we need to ensure that no-one is left behind. This means that the move towards digital technologies must be accompanied by technical assistance, skills development and infrastructure support to ensure that it is inclusionary and equitable.

While this by no means is a complete list of the core themes we are working on, they will help TFO Canada in the formulation of its 2024-2029 strategy over the next few months. Much more to come on this topic!

On behalf of the team at TFO Canada we wish you a happy holiday season and a 2024 filled with success in international trade.



Tipman's Trade Tip

It takes strong dedication to sell internationally. While exporting can offer great rewards, to be sustained, you need to invest the appropriate time, effort, and resources in a long-term commitment. If you look at exporting as a backup plan, focusing on overseas markets only when your domestic or regional sales slump, you are less likely to succeed.



The imperative of building capacities among the business community to understand, plan and invest on climate resilience.

By Jose DiBella, TFO Canada Associate

In the past decade alone, natural hazards associated with climate change, such as floods, high temperatures, wildfires, and hurricanes, have significantly increased in intensity and frequency. The total economic losses from disasters in middle and lower-income countries alone are calculated at \$306 billion US dollars in the last 30 years .

If current trends continue, climate change will significantly exacerbate disaster risk. It is estimated that climatic hazards will push the number of disasters globally from around 400 in 2015 to 560 by 2030 . This future scenario poses a significant risk for businesses and a unique challenge for organizations providing financial and technical support to these entities.

Delivering solutions to address the impacts of climate change is beyond the capacity of any one actor or government, but each organization has a fundamental role in contributing to building economic and social resilience in the face of a changing global environmental context. While there are many emerging climate finance solutions in the market, those specifically focused on climate adaptation and disaster risk reduction have yet to reach small and medium enterprises (SMEs).

In practice, among the business community, there is still limited knowledge of the array of climate risks and how these might impact their operations, such as infrastructure, employee's health and wellbeing, and their ability to maintain a stable source of inputs to deliver their products and services. More importantly, there is uncertainty about what they specifically do to address these risks and where to invest to build disaster resilience.

It is estimated that for every dollar invested in disaster resilience and prevention, seven dollars are saved in disaster recovery costs. In the case of the private sector, the adoption of disaster management practices and plans can reduce disaster-related losses. However, this requires the capacity to develop investment plans and blueprints suitable for the context in which they are embedded. Therefore, it is necessary for organizations working with SMEs, such as financial institutions, chambers of commerce, and trade organizations, to understand the possible impacts of climate risks for their clients and stakeholders, through the provision of customized tools and learning opportunities tailored for entrepreneurs, facilitating the development of climate risk-informed business plans.

Similarly, SMEs will need to identify the opportunities and value that come from building relationships and partnerships to address climate risk and seek technical support to innovate for climate resilience. By participating in or learning about early warning systems, engaging with local disaster risk management agencies, and seeking available training courses which include the construction of climate risk matrixes, and climate risk management responses.

Businesses can begin to undertake steps to better understand, plan, and invest in disaster resilience by first, building partnerships with their clients and suppliers to promote climate resilience, and aligning existing resources and business architecture to incorporate climate risk-informed planning. Similarly, larger businesses and the organizations and institutions that form part of business ecosystems promote thinking about climate resilience as a form of business innovation that will create important long-term shared value for SMEs, their business partners, and communities.

Therefore, it is critical to develop tools that are appropriate for specific-sized firms and industries, organize and advocate for supply chain and multi-business-based capacity-building activities, and partner with international organizations, universities, and institutions with expertise in climate and disaster risk to develop upskilling and learning activities for their members or clients.

As governments continue to strengthen economic integration through trade cooperation, in parallel to the achievement of important targets set by international sustainability agendas, businesses and organizations supporting trade activities between Canada and countries in the global south are positioned to have an important role in building lasting sustainability, resilience, and security in the context of a changing climate.

TFO Canada is proud to provide valuable tools, knowledge, expertise, and contacts across three continents to SMEs from Indonesia, Vietnam, Benin, Burkina Faso, Uganda, Nigeria, and Colombia to facilitate their growth and expansion in the agro-food (fresh and processed) and the information, communications and technology (ICT) sectors while also fostering meaningful connections in international markets. We believe these SMEs have tremendous potential and we are honored to play a pivotal role in supporting these businesses and helping them thrive. In the new year, TFO Canada will continue to focus its efforts on supporting SMEs in other beneficiary countries to strengthen not only their export readiness, but also in addressing emerging issues, such as climate change and resilience.

Happy Reading!

Asia and the Middle East



Indonesia delegation at Montreal International Gaming Show ([MIGS](#))

TFO Canada, the Directorate General of National Export Development (DGNED), the Indonesian Trade Promotion Center (ITPC), and the Trade Attache Office of the Embassy of Indonesia in Canada proudly supported seven innovative game development and animation companies in Indonesia. These companies had the opportunity to participate in a market familiarization tour in Montreal, hosted by Montréal International, where they were able to explore the latest trends and technologies in the gaming and animation industry. These SMEs visited well-known game companies and had a chance to see firsthand how they operate and create their groundbreaking games. They also had a tour of NAD School of Digital Arts, Animation and Design - UQAC, where they learned about the latest technologies and tools in animation and game digital art. The highlight of their visit was the two days spent at

Indonesia Game development and animation studios at MIGS in Montreal, Canada

MIGS from November 8-9, 2023, where the companies attended over 70 B2B meetings with industry leaders.

These meetings were an excellent opportunity for the companies to showcase their capabilities and explore new business ventures with international partners. The event was a great success and provided a forum for fantastic conversations about the international gaming sector and possible collaborations. The companies returned to Indonesia with new insights and knowledge about the industry, and they are now better equipped to achieve their goals and objectives in the highly competitive gaming and animation market.



Canadian Buyers Mission to Vietnam

With the support of the Vietnam Trade Promotion Agency (Vietrade) and the Embassy of the S. R. of Vietnam in Canada, nearly 30 Vietnamese SMEs from the processed food sector and five Canadian buyers were carefully selected for B2B meetings. The mission provided a unique opportunity for Canadian buyers to meet suppliers and visit the Vietnam Expo to witness first-hand the products manufactured by SMEs in Vietnam. The B2B meetings were held on November 20 and 21, 2023, with over 90 meetings taking place in Ho Chi Minh City (HCMC).

Group photo with Canadian buyers, Vietrade, the Vietnamese Embassy in Canada and TFO Canada representatives, HCMC

Enhancing Risk Management in the Import Control and Inspection System for Fish and Fishery Products in Indonesia



Group photo Capacity Building Training for FOIA/MFQAA Staff and private sector awareness raising workshop in Indonesia

TFO Canada is implementing a trade facilitation project in Indonesia (Enhancing Risk Management) with funding from the Global Alliance for Trade Facilitation. The project focuses on enhancing the risk management of the import control and inspection system for fish and fishery products by the Marine and Fishery Quality Assurance Agency (MFQAA) of the Ministry of Marine Affairs and Fisheries (MMAF) in Indonesia. In this quarter, TFO Canada has completed capacity building for MFQAA staff on “Food Safety & Quality”, “Biosecurity & Fish Disease” (BS-FD), Hazard Analysis Critical Control Point (HACCP) and conducted awareness raising workshop on guidelines for 50 private sectors. TFO Canada is currently planning for the implementation of the in-country study visit for FOIA/MFQAA staff to share best practices in monitoring and control system

Africa and Haiti

The International Exhibition of Agriculture and Animal Resources (SARA)Trade Show in Ivory Coast



SMEs from Burkina Faso and Benin at the 6th edition of SARA, in Abidjan, Ivory Coast

From September 29 to October 8, 2023, the Parc des Expositions in Abidjan, Côte d’Ivoire, hosted the 6th edition of [SARA](#), the International Exhibition of Agriculture and Animal Resources in Abidjan, Ivory Coast, under the theme “African agriculture faced with the challenges of internal and external shocks: what structural innovations to improve the agricultural sectors and food sovereignty in Africa?”

In partnership with the Burkina Faso Chamber of Commerce and Industry (CCI-BF) and the Benin Chamber of Commerce and Industry (CCIB), TFO Canada organized an export mission to SARA for a delegation of 10 exporting SMEs from Burkina Faso and 12 from Benin. The aim of the trade mission was to help these SMEs establish business links with potential international buyers and gain optimum access to the international agro-food market.

The delegation from the CCI-BF and CCIB showcased their products at the event, which brought together more than 6,000 professionals and 300,000 visitors. The conferences provided an opportunity to discuss the experiences and initiatives of those working in the field of sustainable agriculture and the agro-ecological transition. Some SMEs from Benin and Burkina Faso received orders during the show worth \$1,387,545.00 CAD and will be exporting products to countries such as Ivory Coast, Germany and France.

Ugandan SMES at Anuga Trade Show in Cologne Germany

TFO Canada and the Uganda Export Promotion Board collaborated to showcase 10 Small and Medium Enterprises (SMEs) (8 women-led), from Uganda at the [Anuga](#) Trade Show in Cologne, one of the world’s most renowned trade fairs for food and beverages, in Germany from October 7-11, 2023.



Ugandan SMEs during the Anuga Trade Show in Cologne, Germany

Prior to the exhibition, the delegation participated in a market familiarization tour in Cologne and Dusseldorf to gather market intelligence and gain insights on how the market operates in Europe and Germany in particular. This event gave Ugandan SMEs a unique opportunity to present their offerings and connect with international buyers, distributors, and professionals from the industry. The showcased products included a wide range of items such as amaranth and millet flour, fruit wine, organic bee products, tea, coffee, fresh fruits, herbs, and spices. Three SMEs secured orders at the show worth \$815,603.00 CAD. This collaborative initiative was made possible with

funding from the International Islamic Trade Finance Corporation (ITFC) under the Export Launch Pad Uganda project, and from Global Affairs Canada under the Women in Trade for Inclusive and Sustainable Growth project.

Nigeria SMEs at the Ghana Agrofood Trade Show in Accra



Nigerian SMEs at the Ghana Agrofood Trade Show in Accra

10 selected Nigerian SMEs (7 women-led) showcased their products at the [Ghana AgroFood Trade Show](#) in Accra from November 21-23, 2023. TFO Canada and the Abuja Chamber of Commerce and Industry (ACCI) collaborated to bring top quality goods including tea, plantain, wheat, raw cashews, catfish, all-purpose spice flour, garri, and coconut oil. The SMEs had the opportunity to improve the visibility of their products to visitors from Italy, the Netherlands, Ghana, South Africa, France, China, Thailand and other countries.

The delegation from Nigeria also had the opportunity to

meet with AfCFTA Trading Company (ATC) and committed to registering their SMEs on the ATC database. This would allow them to receive ATC services to facilitate trade in Africa by enabling preferential tariffs by companies in Africa, for certain categories of commodities under the Guided Trade Initiative (GTI) of AfCFTA. Companies in the ATC database operating in Africa can enjoy tariff reductions at ports of entry in Africa.

Africa Outreach Event – Ottawa



Africa Outreach Event - Ottawa

TFO Canada organized an information and networking session for the Economic and Commercial Counsellors and Trade Representatives of the African Embassies and High Commissions based in Ottawa. The December 11 event welcomed 18 guests representing from 15 embassies and was a great opportunity for the TFO Canada team to strengthen links with current partner countries, and to forge new alliances for upcoming projects in the African region. Mr. Christopher Khng, Acting Director of Inclusive Growth and Governance from Global Affairs Canada provided opening remarks at the event.

Market Access and Value Chain Management Training Workshop in Gambia

Within the framework of the implementation of the Program of Women Empowerment in the field of international market access of Organization for Islamic Cooperation (OIC) member countries, Islamic Centre for Development of Trade (ICDT) and TFO Canada organized in collaboration with the Cooperation and Capacity Development Department of Islamic Development Bank (CCD) a "Training Workshop on Access to markets and Management of value chain for the benefit of Women-owned Enterprises and Cooperatives in OIC Arab Speaking Countries". 40 female participants from the Gambia, Guyana, Togo, Nigeria, Mozambique, Sierra Leone, and Azerbaijan participated in the three day training from December 18-20, 2023.

Colombian Exporters Mission to the Global Produce and Floral Show (GPFS), October 2023



Colombian SMEs at Global Produce and Floral Show (GPFS 2023) in Anaheim, California, US

A virtual info-session with guest speakers from the Canadian Food Inspection Agency (CFIA), Dispute Resolution Corporation (DRC), and US Food and Drug Administration (FDA), provided the SMEs with additional information on specific regulations, dispute resolution mechanisms in the Canadian market, and the role of different entities within the fresh produce imports system. Ahead of the trade show, the companies took part in a market familiarization tour in Anaheim California. The tour visited six retail stores, and one distribution center to show the participants a sample of ethnic stores (Vallarta, and El Super), and high-end and discount grocery stores (Sprouts Farmer Market, Whole Foods, Albertsons, and Stater Bros) from the US. The visit helped the SMEs identify competitors, main brands, and the different layouts for showcasing produce.



Market familiarisation tour and SME participation at GPFS 2023, in Anaheim, California

TFO Canada, in partnership with ProColombia, provided support to 10 socially, and environmentally committed SMEs in the Colombian fresh produce sector to participate in the [Global Produce & Floral Show \(GPFS 2023\)](#) in Anaheim, California, US. After months of hard work to strengthen their capacities and increase their knowledge of regulations compliance and the nature of the fresh produce ecosystem in Canada, three women-led, and five mixed-led SMEs were ready to participate in the show.

The companies were able to adapt their export plan to the specific needs of the Canadian market, and include corporate social responsibility (CSR), environment, and climate change (ECC) approaches to their operations.

To top-off the GPFS 2023 experience, the companies offered a wide variety of high-quality produce: golden berries, Tahiti lime, papaya, sugar mango, Hass avocado, and a great selection of fine herbs (mint, thyme, and basil) to the US market, with a special offer of Passiflora and mangosteen for the Canadian market.

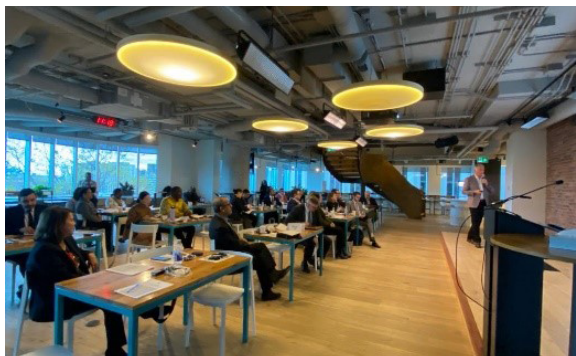
During the two-day trade show, the SMEs participated in 125 B2B meetings (in-person and virtual meetings) and made 151 additional business contacts. One of the companies received an immediate order of \$96,000.00, and the estimated export sales for the next 12 months of all the participants is CAD \$6,476,600.00.

Preparations Underway for a Coffee Buyer's Mission to Honduras

With the support of the Chamber of Commerce and Industries of Cortez, 15 pre-selected SMEs finalized their export profiles and tailored their export plans. With the support of a TFO Canada expert the companies will be assessed to determine their export readiness to participate in a Buyer's Mission in the coffee sector in March 2024.

TFO Canada Regional Representative Updates

In Ottawa



Trade Representatives Seminar in Ottawa

Trade Representatives Seminar

On November 7th, 2023, TFO Canada organized a bilingual seminar titled “Understanding Supply Chain Challenges in Canada to Better Prepare Market Entry Strategies for Exporters”. The session was attended by Economic and Commercial Counsellors and Trade Representatives from Embassies and High Commissions based in Ottawa, who actively participated in discussions and shared their experiences. The training included a market familiarization tour where the delegation visited two retailers gaining valuable insights that will be helpful for all participants to support their SMEs, and providing them with the necessary tools for success in the Canadian market

In Ontario

TFO Canada Regional Representative, Susan Baka, hosted a Trade Representatives Seminar in Toronto, which saw participation from 25 attendees representing Latin America, Africa, and Asia. Aaron Skelton, President and CEO of the Canadian Health Food Association (CHFA) presented insights on exporting products to Canada, including its “2024 Outlook: 7 Forces Shaping Consumer Behaviour” research report. Additionally, Andrew Parshad, President of Quality Smart Solutions, provided a detailed overview of regulatory requirements for food, Natural Health Products (NHPs), and cosmetics. The session proved to be highly informative, offering valuable insights on consumer trends in Canada, regulatory requirements and common mistakes to avoid when exporting products to Canada.

Other key pursuits:

- Attending Canada’s largest trade show for natural, organic and wellness products, [CHFA Now](#),
- Participating in a forum co-organized by the [Vietnam Trade Office in Canada](#) and the Ontario government that focused on Vietnam as a gateway to ASEAN
- Attending the [Africa Accelerating Conference](#), organized by the [Canada-Africa Chamber of Business](#)
- Meeting trade representatives at the [Toronto Global Forum 2023](#) that focused on fostering economic resilience.
- Delivering a presentation about TFO Canada to a visiting delegation from [Agroalim - Cluster Agroalimentario de Nuevo Leon Mexico](#)

These events presented opportunities to meet Canadian buyers and importers and educate them about sourcing from developing countries and how TFO Canada can help, and also to introduce exhibitors, trade representatives, from overseas to our online resources to assist them in exporting to North America.

In British Columbia

Allison Boulton, TFO Canada’s Regional Representative in Vancouver, has been busy networking in British Columbia. Recently, Futurpreneur hosted their Holiday Shopping tour and showcased their clients, including SMEs in chocolate, fashion, and fruit snacks. It was a great opportunity to introduce TFO Canada’s international network and exporters to businesses that import from around the world. At the 2023 Business in Vancouver Export Awards, Allison joined the Provincial Minister of Jobs, Economic Development, and Innovation, Export Development Canada, and the World Trade Centre Vancouver in congratulating this year’s winners across the food, cleantech, and digital media industries. It was an opportunity to meet Canadian buyers in British Columbia and educate them about sourcing from developing countries and how TFO Canada can help.

UNION SOWDJOMA - EMPOWERING WOMEN AND PROMOTING ENVIRONMENTALLY FRIENDLY PRACTICES



In 2013, Union Sowdjoma, a consortium of 12 women's cooperatives, was established in the heart of the Cascades Region of Burkina Faso. With 1,017 women members, the Union has made significant strides in producing, processing, and marketing organic and fair-trade certified shea butter. Using traditional techniques passed down through generations, Union Sowdjoma has empowered the women members who have diverse roles within the Union, including harvesters, processors, packers, board members, supervisory personnel, and technical experts. *"The Union's primary objective is to unite for the development and empowerment of its members"* says Ms. Maimouna Touré, Union Sowdjoma's Commercial and Marketing Manager *"the members of Union Sowdjoma [who are 99% women], have been able to send their children to school and improve their living conditions thanks to their economic activity. Initially, there was resistance from men in their communities who did not understand the process. However, as men saw how much these women were contributing to*

the household, they became highly accepted and supported".

The Union is committed to protecting the environment and has been certified by ECOCERT. Their eco-friendly practices include reforestation, recycling production waste to create natural fire starters, and using low-emission fireplaces to control smoke emissions. They closely collaborate with the Ministry of Environment to monitor and regulate their environmental impact.

The Union has been exporting their products since 2016. However, due to the COVID-19 pandemic, there was a significant decrease in orders from Europe. This led to a loss of 30-40% in revenue. Despite this setback, the Union was able to sell their finished products in national and regional markets, expanding their reach and finding new customers. As a result, the Union has been able to return 2022-2023 business to pre-pandemic levels.

As a beneficiary of the Women in Trade for Sustainable and Inclusive Growth project in Burkina Faso, the Union participated in export readiness training. *"Before TFO Canada, the Union faced difficulties in accessing the Canadian market due to a lack of information and access to Canadian trade fairs. After the training, the Union realised that "Shea butter is less familiar in the Canadian market, and potential customers need to be made aware of it,"* says Ms. Maimouna Touré. Therefore, *"we would like to participate in events to showcase our products"* to Canadian and other international markets.

From September 29-October 8, 2023, the Union had the opportunity to participate in the SARA trade show in Abidjan, Ivory Coast. They met several buyers and secured orders worth CAD \$85,730.00. The Union will be exporting to Ghana, Ivory Coast, and Germany. What is key to their success?

For aspiring exporters, Ms. Maimouna Touré, recommends *"obtaining national and international certification, producing quality products, and complying with international packaging standards. It is advisable to start exporting small quantities as a test and then move on to larger exports. It is also important to have working capital or other complementary activities to compensate for any potential business standstills."* The Union aims to double the quantity of shea butter exported by 2025, from 80,000 tonnes to 160,000 tonnes.

TFO Canada is pleased to see the implementation of strategies provided during SME training, and to advance these SME's access to international markets through trade fair participation.

We are committed to gender equality through our work by creating sustainable business partnerships for exporters from developing countries. We would like to thank Ms. Maimouna Touré, Union Sowdjoma, Commercial and Marketing Manager, for sharing their experiences.

QUALITY, EXPERTISE AND SOCIAL IMPACT: KEY FACTORS FOR SUCCESS - THE STORY BEHIND COLTROPICOS



Coltropicos is a young company in the fresh produce sector, founded in 2021. However, thanks to the experience and expertise of its founding partners, the company has extensive knowledge in exporting and producing fresh produce. Jorge Molina, the Business Manager, attributes the success of the company to *"the ability and experience of its founders to turn plans into a successful reality"*.

Under their motto *"Together with passion, we bring the best of our fields to the world"*, Coltropicos specializes in packing, distribution, and exportation of Hass avocado and Tahitian lemon. The company sources from 20 produce associations

and more than 190 small-holder farmers in the region. From the beginning, Coltropicos has wanted to bring value to the community where they belong, Guarne–Antioquia, Colombia. The company applies a circular economy model based on the principle of *"producing by conserving and conserving by producing"* supported by three fundamental pillars: economic reactivation, environmental responsibility, and social respect. *"We provide technical know-how to the growers in the use of environmentally friendly practices (biofertilizers, biocontrol), quality assurance, and harvesting process,"* says Jorge Molina. *"We are proud of our certifications, Global GAP, GRASP, SMETA, and FSMA, which guarantee our commitment to high-quality products and compliance with international standards"*.

In 2022, Coltropicos installed a state-of-the-art packaging plant in Colombia that features unique selection technology. This has resulted in an impressive 96% market acceptance rate, marking a new era for the company. With such a high level of accuracy, Coltropicos successfully exported Hass avocados to the European market in July 2022. Today, the company directly exports to United States, Spain, France, and the Netherlands, with further distribution to Germany and Eastern Europe.

Coltropicos has built and maintained long-term commercial relationships with buyers by providing high-quality produce and keeping open communication channels. These solid customer relationships are further strengthened through cultivating relationships with producers, which drives growth and joint success.

"We are committed to excellence and sustainability, and constantly strive to innovate and exceed standards, thereby strengthening our position and contributing to the well-being of the communities around us" said Jorge Molina. Coltropicos provides employment to 88 people, and the company's workforce is diverse and committed to decent work, economic development, gender equality, and inclusion. The company employs 31% migrants, 17% women heads of household, and 8% people over 45 years old. Women in Coltropicos have taken on administrative management roles, thus breaking stereotypes of leadership. Overall, Coltropicos' human talent is a story of diversity and fair treatment, including employment opportunities, work-life balance, benefits, fair income, and work conditions.

In October 2023, as a beneficiary of the Women in Trade for Sustainable and Inclusive Growth Project in Colombia, Coltropicos participated in the Global Produce & Floral Show with the support of TFO Canada. Jorge Molina shared with us how hard he studied the potential clients and prepared for all his planned B2B meetings, *"I learned that clients from the USA and Canada are more specific and in 5 minutes you must advance with the information and capture their attention"*. The company received approximately \$90,000.00 in orders. In a final comment, Jorge Molina told us: *quality, expertise and social impact are the key factors for success*.

TFO Canada is pleased to see tangible evidence of how preparation and effort pays off when companies participate in trade shows by creating sustainable business partnerships for exporters from developing countries. We would like to thank Jorge Molina, Business Manager of Coltropicos, for sharing their experiences.



TFO Canada improves lives through the creation of sustainable trade partnerships for exporters from developing countries with Canadian and foreign buyers. We facilitate access to the Canadian marketplace and share Canadian trade expertise for the benefit of smaller male and female owned/managed exporters from developing countries and for the men and women they employ.

Founded in 1980, TFO Canada is a non-governmental, non profit organization.

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