



TFO CANADA 2022
IMPACT REPORT

April 2021 - March 2022

Information. Advice. Contact.



MESSAGE FROM OUR EXECUTIVE DIRECTOR



It is my pleasure to present TFO Canada's Impact Report for 2021-22. As was the case in the previous year, COVID-19 continued to dominate, influencing how we went about performing our work in a very significant way. Still, I am very proud of what TFO Canada has been able to achieve collectively with the support of our funders, partners, and project participants. Given the global challenges we are faced with, trade-led development remains our focus. In fact, it truly is the centerpiece of our work.

Over the past year, TFO Canada was particularly successful in cultivating new funding partnerships, fostering strong relationships in the countries where we deliver our projects and expanding our network of associates across the globe. All of these have allowed us to continually adapt and deliver impactful results. From working with trade support institutions in several developing countries to build the capacity of small and medium enterprises on export strategies, to supporting the governments of Peru and Indonesia on enhancing a number of trade facilitation processes that will save time and money for companies doing business in these countries, to planning for market access activities for many project beneficiaries in 2022, TFO Canada has been able to advance on its mission during the year. We also developed a brand-new website!

Once again, none of this would be possible without the strong partnerships that we've developed over the years with various funders, partners, associates, and other important stakeholders. I am also equally grateful for the hard work that our dedicated team has exhibited during the year. Your "can do" attitude is remarkable.

Steve Tipman
Executive Director

OUR FUNDERS



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

25

1,780

45

1,825

Countries

Total trained SMEs

Total trained TSIs

Total number of TSIs and SMEs 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.

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

Improving procedures and authorisations for exports and imports of processed food. in Peru. Funded by the Global Alliance for Trade Facilitation.

Improving risk management of import control and inspection system of Fish Quarantine and Inspection Agency (FQIA) in Indonesia. Funded by the Global Alliance for Trade Facilitation.

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

"Supporting the private sector development through investment promotion to help Haitian small and medium enterprises access the North-American Market" project.

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

11,512

Exporters accessed TFO Canada online services

2,056

Importers registered on TFO Canada's website

1,917

TSIs who accessed TFO Canada's online services

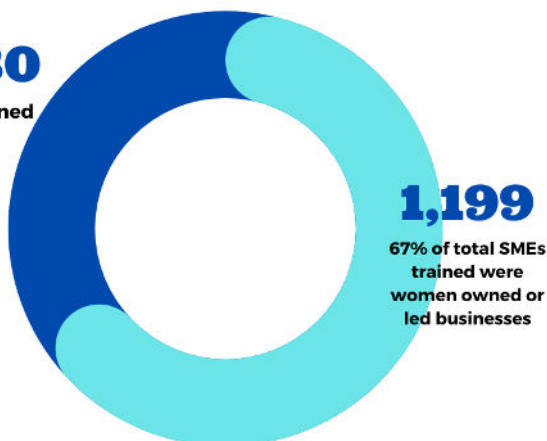
INDICATOR	TOTAL	WOMEN
Total number of new participating SMEs registered on TFO Canada's online platform, disaggregated by gender (women-led/male-led)	1,280	338
% of total clients indicating usefulness of online services, disaggregated by client group (TSIs/SMEs) and gender	90% TSIs / 66% SMEs	59% of SME respondents were women-led companies

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

1,780
SMEs trained



45 TSIs trained of which 63% of the participants were women

«The AXMEX/TFO Canada Partnership targeted a pool of exporters, 70% of whom were women (female exporters, managers, cooperative leaders), in a deliberate and responsible effort to promote women's entrepreneurship and their capacity to expand internationally in a calm and enabling environment». -Hassan Sentissi, Chairperson of ASMEX (Moroccan Exporters Association), Morocco.

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

"I thank TFO Canada for the opportunity as well as the presentations, which have been very useful both for the improvement of our skills and for the services we offer to exporting companies or companies with exporting potential in Peru." -Stephanie Tovalino, Sustainable Trade Specialist, PROMPERU (The Commission for Promotion of Export and Tourism of Peru).



42 TSIs were trained, of which 62% of the participants were women



67%

of total SMEs trained were women owned or women led businesses

1,980

SMEs trained on export readiness, understanding the Canadian market, environment and climate change, and responsible business practices



75

SMEs participating in TSI training with new/improved export plans

63

Women led SMEs with new/improved export plans



83% of total TSI staff improved their capacity to provide appropriate gender responsible export readiness services



Export Readiness Training for SMEs in Burkina Faso



SME training in Export Support Services in Nigeria

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	21	71 women officers (80%)
Total SME exporters that participated in training sessions regarding environmental impacts and Corporate Social Responsibility practices when doing business with buyers in international markets	231	139 (60% of total SMEs)



SME Training in Uganda, Ministry of Trade, Industry and Cooperatives (MTIC)



Export Readiness Training for SMEs in The Jute-processing sector, Bangladesh

TESTIMONIAL FROM MBA PROGRAM

"Our MBA teams come away with unique experiences and incredible learning in their engagement with TFO Canada clients. The fact that these clients are in emerging markets provides our teams with new perspectives and learning. They apply what they have learned in the classroom to understand and solve business problems in an environment that is foreign to them. In the process challenging many of the assumptions they hold. These have been incredible experiences. And this would not be possible without your expertise in identifying and vetting clients and guidance you provide during project setup and execution! We look forward to working with TFO Canada for many years to come!"

-Manu Mahubani - Lecturer LAZARIDIS SCHOOL OF BUSINESS AND ECONOMICS, Wilfrid Laurier University

"...the project was concluded with solid recommendations and a very satisfied client. This would not have been possible without the active interventions of TFO Canada. They were always available to the students, provided them with wise counsel and encouragement to persevere, and enabled an ongoing connection between the University of Ottawa MBA team and the client. Whether or not the students will pursue a career in management consulting, they have benefited from this program. Skills in project scoping, building client relationships and managing their expectations, critical thinking, and data collection and analysis are a few of the takeaways they will have gained and/or strengthened. Certainly this U of O program is of benefits for both students of business as well as small businesses seeking concrete evidence of and recommendations for organizational improvements."

-Alice Kubicek, MBA programme Telfer School of Business, University of Ottawa

PROCOLOMBIA'S STORY

"After the trainings we received from TFO Canada and the pilot programs we plan to carry out, we hope to offer the companies more support in order to close the gender gaps, increase commercial opportunities and minimize the impact of the pandemic."

PROCOLOMBIA- During the months of March to June 2021, TFO Canada conducted Gender Equality and Social Inclusion (GESI) training under the Women in Trade for Inclusive and Sustainable Growth (WITISG) project for beneficiary country Trade Support Institutions (TSIs). The training aimed to raise awareness of the value of women in leadership positions and develop strategies for equitable participation of women-led SMEs in international trade so that the TSIs can provide appropriate gender-responsive export readiness services to women-led and men-led SMEs.

The training has been a success and partner TSIs have shared enthusiasm with the TFO Canada staff about the aftermath and its impacts. TFO Canada was able to discuss the impacts of the training in further detail with Flavia Santoro Trujillo, President of ProColombia, our partner TSI in Colombia.

"Our staff was thrilled and eager to receive this training. At ProColombia we are always open to learn and acquire new knowledge, with the vision of improving our services and being up to date with global trends. Gender equality has been a top priority for our country, and we are happy to contribute to achieving this goal. The training has allowed us to raise awareness about the importance of having gender-focused programs and it has motivated us to further implement initiatives that promote gender equality."

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

Jordan Exporters Association (JEA)- TFO Canada conducted GESI training under the WITISG project.

GESI training has brought new impetus to JEA. For example, Nadia Shahin, General Manager of Kawar Group's Shipping and Logistics Division, was recently elected as a JEA board member during the annual general assembly meeting. According to Halim Abu Rahmeh, JEA's CEO, "having Nadia as a member of the JEA board, in addition to her high qualifications and experience, adds a dimension in recognizing gender equality. Her presence on the board set standards to other women to work to their potential to reach leading positions. Nadia's presence on the JEA board consolidates the role of JEA in supporting women owned/managed enterprises throughout Jordan."

"Jordan Exporters Association is at the core of gender sensitivity. What we have offered in coordination with TFO Canada was something unique which participants, especially women, really appreciated and valued. After GESI training, approaching female management and female represented companies became a priority in our policies and activities. Our policies will be covering the priority given to the female-led organizations."

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

JORDAN EXPORTERS ASSOCIATION' STORY

"JEA, through the help of TFO Canada, was able to touch on a sector that was marginalized or fairly marginalized in the past and was able to extend to them the services that they were eager to learn from."





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