



Women innovators in the world of business

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Chair of the board of directors

Quebec Business Women's Network

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Réseau des Femmes
d'affaires du Québec

Quebec Business Women's Network

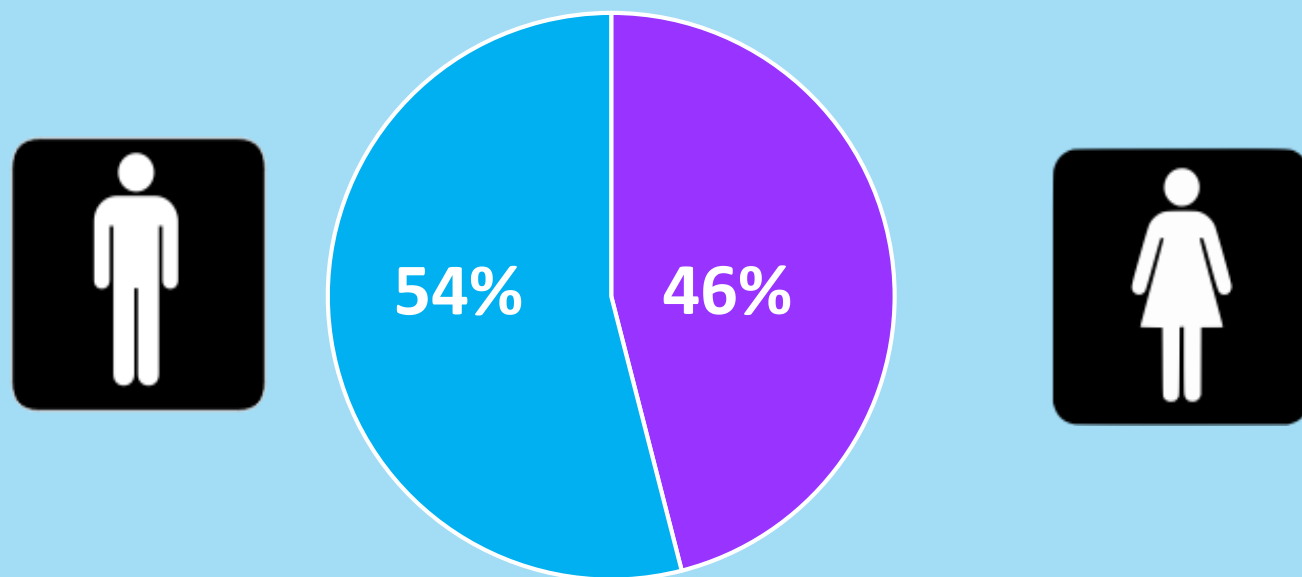


A provincial network of influence gathering women entrepreneurs, managers, executives and professionals.

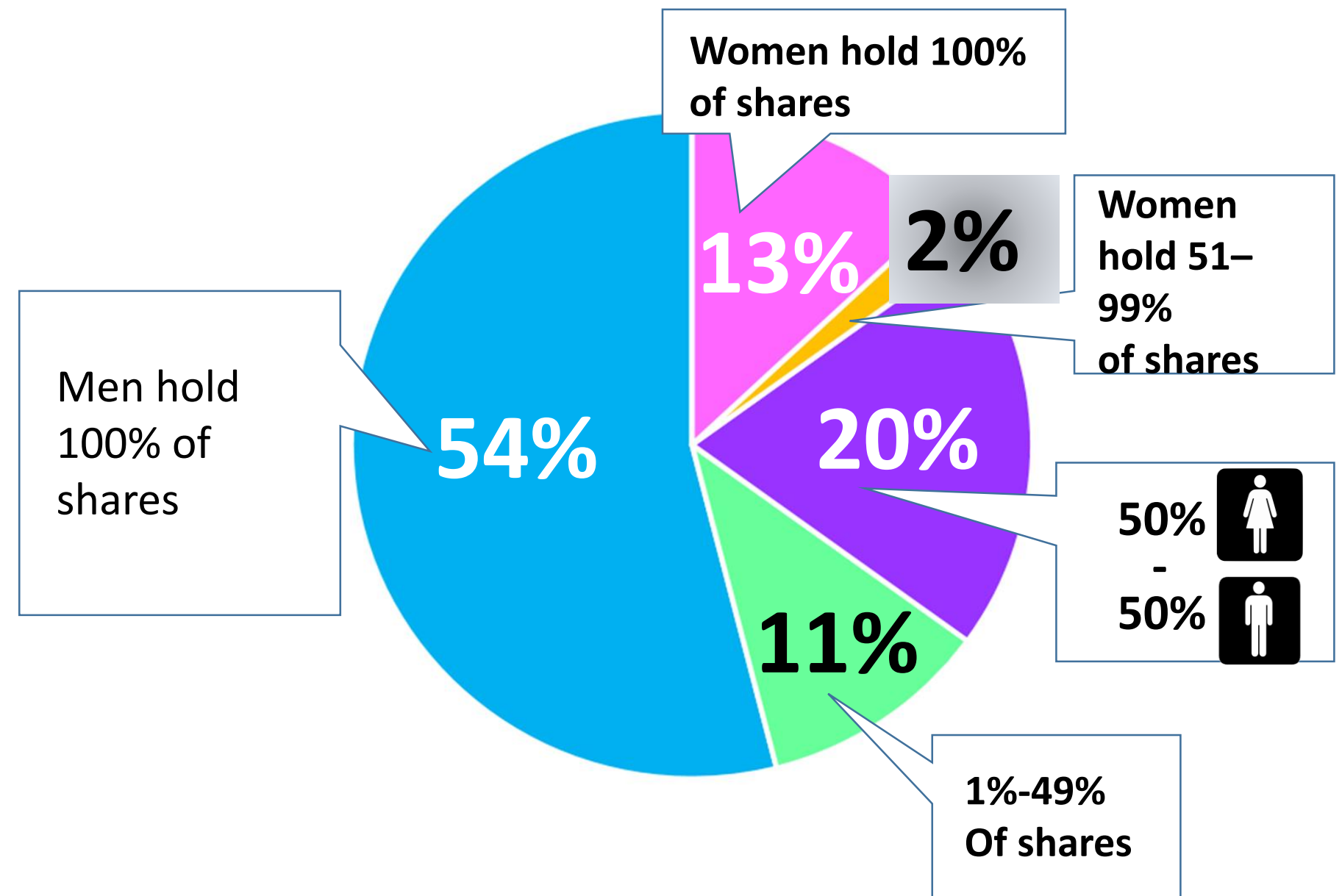
<p>Business success and mutual aid for 38 years</p> <p>+ 2000 members in various sectors</p> <p>Development directions</p> <ul style="list-style-type: none"> • Promote the importance of women entrepreneurship • Maximize networking achievements 	<p>Young and emerging women entrepreneurs' taskforce</p> <ul style="list-style-type: none"> • Initiative of RFAQ's younger members • Access to inspiring, attainable and balanced models • Interest in developing strategic networking • Targeted activities and support: advice, training and networking • Mentoring program 
<p>Initiatives for the advancement of women</p> <ul style="list-style-type: none"> • Entrepreneurship taskforce • Cutting-edge training • Foreign missions, assistance and support • Access to new markets through supplier diversification <p>Women's leadership platform!</p> 	<p>Initiative to promote Women Business Success:</p> 

SITUATION STATUS IN CANADA

46% of entrepreneurs are women



Shareholding of Canadian SMEs



SITUATION STATUS IN CANADA

Women-owned businesses
employ over

1,5 million
people in Canada

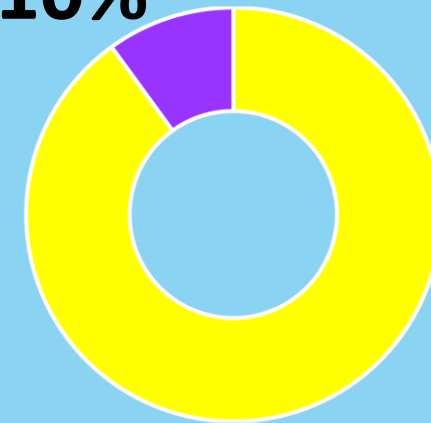


In 2011, the overall economic
contribution of women-owned
SMEs totalled

\$148 b

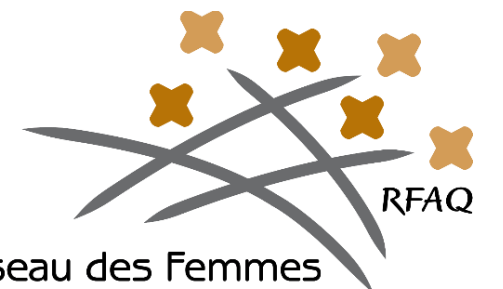
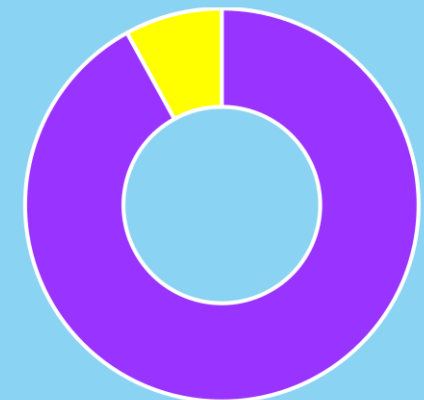
10% of high-growth
businesses are owned by
women.

10%



8% of women-owned
businesses have
export activities

8%



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Challenges for women entrepreneurs

1. Financing
2. Access to market
3. Women taking their place: promoting women leadership

ACCESS TO MARKET : RFAQ INNOVATIVE APPROACH

KEYS TO FINANCING :having customers base and/or have new contracts, news customers

1. Doing business among women owned businesses
2. Doing business with large companies
3. Doing business with suppliers of these large companies



RFAQ ALLIANCE WITH WEConnect International (WCI)

Minority own company

30 years in the USA and in more than 20 countries

Certification of women owned companies



SUPPLIER DIVERSITY

WHAT IS IT?

It's adopting non-discriminatory practices and creating mutually beneficial relationships with small- and medium-sized enterprises (SMEs) owned by women or members of minority groups to leverage value added that also benefits the national economy.

Supplier diversity programs allow these businesses to compete on a level playing field with established suppliers by bidding on contracts within the supply chains of large corporations.

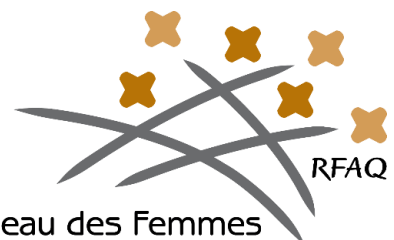
HOW DOES IT WORK?

Businesses participating in a supplier diversity program don't compromise on the quality or cost of the goods or services they purchase, and their supplier service requirements remain the same. The program is simply a gateway for participating businesses and diversity suppliers to connect in the marketplace.

IMPACT ON A WOMEN-OWNED BUSINESS

"Signing just one diversity program contract grew my company **355% in only 18 months.**"

- Josée Dufour, Axiomatech



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RFAQ AND FRANCOPHONE ALLIANCE

France, Canada and Quebec government

Next G7 in France: Mrs. Vachon part of the team elaborating business strategies for women entrepreneurs



BENEFITS OF THESE INNOVATIVE APPROACHES

Help innovation (products or services)

Competitiveness amount suppliers

Social responsibility

Growing revenue

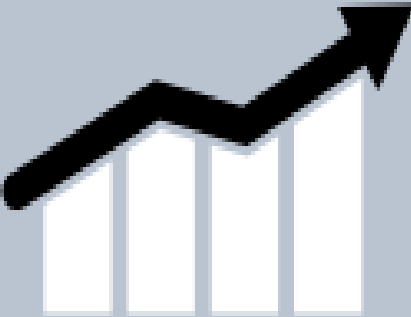
Stronger supply chain

Open new markets



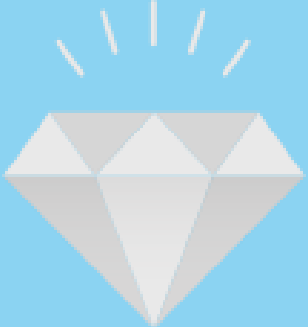
WHY SUPPORT SUPPLIER DIVERSITY?

HIGHER REVENUES




Better reflecting your clients' diversity helps drive customer satisfaction and generate higher revenues.

A MORE ROBUST SUPPLY CHAIN



Your business can leverage a wide range of qualified enterprises to source supplies, which reduces the risks associated with rationalizing the supply pool.

NEW MARKETS



Accessing new markets can drive growth for your own business as well as your local and national economies.

CONCLUSION

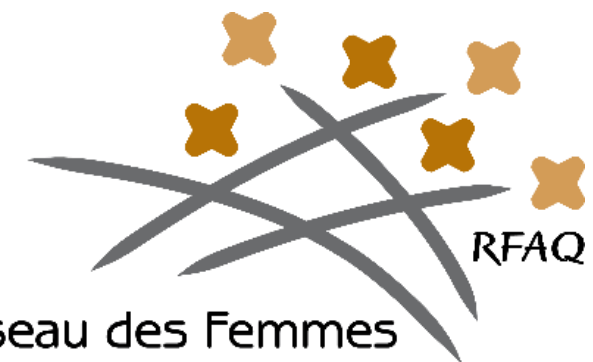
Government

Women doing businesses among them

Large enterprises access

Supplier Approach to Diversity

**RFAQ support and guide women to growth
their businesses**



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