

Media Release

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Canadian Women Entrepreneurs Access Key Contracts

National conference connects women with major supply chain opportunities

Toronto, November 10, 2010 – More than 200 Canadian women entrepreneurs gathered in Toronto on November 9 and 10 for the second annual “From Contacts to Contracts” Conference hosted by WEConnect Canada.

WEConnect Canada is a non-profit organization that is opening doors to new supply chains. It certifies firms that are at least 51% owned, managed and controlled by women and connects them with the growing global demand from corporations and the public sector for diverse and innovative suppliers.

Representatives from major corporations including RIM and Staples were in attendance, looking to meet women from across Canada who could become members of their supply chain. The conference provided women entrepreneurs with the opportunity to learn who is seeking diverse suppliers, what products and services are needed, and how they can access supply chains. There was also an opportunity for women to network with and be inspired by other Canadian women who have secured contracts with corporations and the public sector.

The Women’s Enterprise Initiative, comprised of the [Women's Enterprise Centre British Columbia](#), [Alberta Women Entrepreneurs](#), [Women Entrepreneurs of Saskatchewan](#), and [Women's Enterprise Centre Manitoba](#), recently formalized its partner role with WEConnect Canada. Each of the provincial partners provides WEConnect certification and learning opportunities to women in their region.

“Women entrepreneurs are significant contributors to the economy, but face challenges in reaching networks and markets in order to grow their businesses. “From Contacts to Contracts” is an excellent opportunity to enhance the WEI Access to Supply Chains Program, enabling women entrepreneurs to bridge gaps and expand their economic contributions in the western provinces,” said Sandra Altner, CEO of the Women’s Enterprise Centre of Manitoba.

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