

Navigating the Cultural
Landscape
Women In Trade
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Objective of Today's Presentation

- Look at navigating the cross-cultural landscape
- Examine best practice models for engaging and communicating with micro-enterprises to enhance trade opportunities
- Identify interested individuals/entrepreneurs who have products that “fit” models, and are looking for market entry opportunities

Navigating Cultural Differences

- Over 625 First Nations communities across Canada
- 52 Language and Cultural/Tribal Groups
- Each of these Tribal groups are highly distinct
- Matrilineal and Matriarchal
- Need common approaches

- Algonquin Nation traditional territory is the Quebec region (French speaking and French culture)
 - different attitudes and practices
 - different point of view (social issues)
 - France influence is pronounced
- Canadian Landscape
 - Wide and varied but primarily North American
- Work with the Women Leaders Network and APEC Region

Culture Dimensions to Think About in Doing Business

- People navigate toward familiarity
- Cultural traits (characteristics) – unique images and practices start to identify a larger population
- Innovation becomes the first medium to cross culture

Culture and Business...

- We adopt certain culture-based reputations/roles/ associations that create opportunity for us
- Globalization favors highly branded and product distinction becoming important

Communicating and Navigating for Business Opportunity

1. Observe, listen and learn
2. Take an integrative approach
3. Position for opportunity (e.g. events, similar knowledge base)
4. Adopt strategies to enable “smooth” entry - This is different for different products
5. Become IT friendly – but only when ready

APEC Project

**Micro-enterprise Models in
the APEC Economies to Help
Communicate and Navigate
Across Cultures**

Objectives of Models Project

1. To increase APEC's knowledge/understanding of successful support strategies to support growth for micro- and small-scale entrepreneurs in developing and developed economies, with an emphasis on increased international trade linkages, to inform the development of future micro-enterprise support programming and policy.
2. To identify effective micro-enterprise policy and program support models that foster increased growth for micro-enterprises, increased international trade, and micro-enterprise network development.

Objectives continued

3. To establish a set of detailed guidelines (a 'tool box') for establishing micro-enterprise growth policies and programs based on the successful models, with a particular emphasis on women's micro-enterprises, indigenous micro-enterprises and rural micro-enterprises.
4. To apply the models in actual pilot project and begin trading with interested MEs economies

Models/Best Practices that Support Cross Cultural Opportunity

- **Catalogue distribution**
- **E-Business communities**
- **Facilitator models**
- **Public support measures**

Characteristics of the models

Catalogue Distribution: Product offerings in hardcopy or virtual format that enable an entrepreneur to offer an assortment of products in the marketplace through targeting of a specific type of consumer. **E.g. 2010**

E-Business and E-communities: These are electronic forums that connect participants and stakeholders online to share learning and best practices, forge market and trade development activity, and enable feedback through a dynamic platform, video clips, web casting, videoconferencing and other technological tools.

Models...continued

Facilitators: intermediaries that work with businesses to scope opportunities in the marketplace and identify ways to facilitate co-operative activities for women to grow their small production businesses or products.

Assist small enterprises to get products ready for distribution including identifying and developing markets for specific products.

Model characteristics

- ***Public policy support measures:***
Government and often private sector driven measures designed to target specific impacts or reach critical objectives in business activity.

Going Forward

- Looking for interested economies to participate in applying these models order to document the tools required
- Create a harmonized approach to the differences that culture may define by highlighting the unique characteristics under one concept approach

Thank You -Megwetch

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