



**Press release  
For immediate release**

## **Women in Business New Brunswick launches its International Peer-to-Peer Exchange Program**

New Brunswick, June 3rd, 2020 - Women in Business New Brunswick (WBNB) and the Association of German Women Entrepreneurs VdU (Verband deutscher Unternehmerinnen) have officially launched their international twinning pilot project. This is the completion of several months of collaboration between the two associations.

The goal of this program is to create a lasting relationship between Canadian women entrepreneurs from New Brunswick and German women entrepreneurs in similar industries. This is not a mentoring program, but rather a win-win exchange, where the two companies may be of comparable size and stages.

The program includes at least one 60 to 90-minute meeting per month during which the "twins" can exchange best practices, market/industry information, cultural differences and local functioning. They can also collaborate more actively by sharing key contacts, making connections and helping their twin to penetrate the local market.

The program includes a year's support from the WBNB and VdU associations, with the goal of creating lasting friendships or partnerships between participants.

The launch event took place on May 28th, during a virtual group meeting with 29 participants. The Canadian and German candidates as well as the project partners were present. Representatives from Global Affairs Canada, from the Canadian Embassy in Berlin and from the German Embassy in Ottawa joined the event.

*"The German Embassy in Ottawa congratulates WBNB and VdU on this fantastic initiative, which is intended to create lasting and thriving partnerships between German and Canadian companies. This project perfectly mirrors Germany's goal to promote increasing business relations in the framework of the CETA agreement and to support women entrepreneurship on our joint way towards success, through equality and diversity." said Lydia Sasnovskis, Second Secretary, Political and Commercial Affairs, Embassy of the Federal Republic of Germany in Ottawa.*

*"The Embassy of Canada congratulates WBNB and the VdU on this useful initiative, which should generate some new ideas to increase our bilateral trade with Germany. This initiative is very much in line with Canada's goal to increase the number of business women involved in*

*international trade. The Trade Commissioners at the three Canadian diplomatic missions in Germany would be pleased to support this initiative by providing information and guidance in response to inquiries from the Canadian participants on some of the practical commercial questions which may come up from this sharing of ideas.” stated Christopher MacLean, Counselor, Commercial, Embassy of Canada in Berlin.*

*“We are delighted to see the open-mindedness, enthusiasm and commitment of the Canadian and German candidates for this project. We hope that this exchange program will create business opportunities and lead to rich exchanges, friendships and lasting partnerships. These women entrepreneurs have clearly understood that network is a true asset, the real key to success in business.” added Claire Ephestion, Development Officer for Export and International trade.*

*“In these challenging times, it is more important than ever to build bridges across continents and form strong alliances. With this project, we would like to show our female entrepreneurs the opportunities that the CETA agreement offers and open up new perspectives.” concluded Dr. Marie-Claire Weinski, VdU Project Leader.*

#### About WBNB:

Established in 2002, Women in Business New Brunswick (WBNB) helps current and aspiring women entrepreneurs realize their full potential by offering quality advice and services. The added value of WBNB lies in a team of development officers who offer bilingual support to all women entrepreneurs, in both rural and urban areas. Three main, well-targeted sectors of intervention meet the current needs of women entrepreneurs: (1) Start-up, (2) Growth and Expansion, and (3) Export and International Trade. We also offer a partnership program for women entrepreneurs in Atlantic Canada, which aims to bridge the gaps and create opportunities for under-represented women in the entrepreneurial ecosystem. Finally, WBNB is proud to provide business counselling to Indigenous women entrepreneurs in all communities of the province.

#### About Verband deutscher Unternehmerinnen:

Since 1954, the Association of German Women Entrepreneurs (VdU) has been providing a platform that motivates, assists, and supports women entrepreneurs, while also facilitating a networking environment that will help them to further their businesses. As a strong voice in politics and business, it represents the interests of more than 1,800 business women who account for annual sales of EUR 85 billion and 500,000 employees in Germany. The association brings together small to medium-sized enterprises across all industries. Networking with businesswomen across the globe forms part of VdU's philosophy. Membership of the global umbrella association FCEM (Femmes Chefs d'Entreprises Mondiales) promotes exchange with women entrepreneurs in over 120 countries. The VdU International Commission is actively involved in international projects, provides access to international conferences, and hosts delegation trips with a focus on B2B exchange. The VdU also represents Germany in the Women20 Engagement Group at the G20.

For more information:

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