



# MEDIA ADVISORY

## PRESS OFFICE

**IMMEDIATE RELEASE (UPDATE)**

**Date:** April 8, 1999

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**News Release Internet Address:**

[www.sba.gov/news/](http://www.sba.gov/news/)

## ***USA-CANADIAN BUSINESSWOMEN'S TRADE SUMMIT MAY 17-21, 1999***

### ***SBA ADMINISTRATOR AIDA ALVAREZ INVITES SMALL BUSINESS OWNERS TO JOIN HER***

- WHO:** **Aida Alvarez**, Administrator, U.S. Small Business Administration (SBA) will co-chair the first USA-Canadian Businesswomen's Trade Summit in Toronto, Canada with U.S. Secretary of Commerce William Daley and Canadian Minister for International Trade Sergio Marchi.
- WHAT:** This USA/Canadian Businesswomen's Trade Summit will provide an excellent opportunity for U.S. and Canadian business owners and managers to develop essential commercial relationships and pursue business opportunities across the border. This women-focused summit will enhance the participation of export-ready, women-owned and managed businesses in the global marketplace. While the USA-Canadian Businesswomen's Trade Summit 1999 is a women-focused event, it is open to all business owners and managers.
- WANTED:** 150 U.S. small business owners and managers to join SBA Administrator Alvarez in Toronto, Canada, May 17 – 21, 1999.
- TO SIGN UP:** Be a business owner or manager ready to do business in Canada. Fill out the exporter profile at: [www.businesswomensummit.com](http://www.businesswomensummit.com) or, Make an inquiry by e-mail at: [ELSA@NAWBO.org](mailto:ELSA@NAWBO.org) Pay a participation fee of (approximately) \$415 (meals included). Be responsible for air travel and hotel  
**Deadline to sign up has been extended to April 19, 1999.**

### **FOR INFORMATION CONTACT:**

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National Association of Women Business Owners (NAWBO)  
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