

International Business Development Successful Projects / Fast Facts

The Entrepreneurial Edge in South Africa

A partnership between Niagara College (Welland, Ontario, Canada) and Eastern Cape Technikon (East London, South Africa).

Funded by CIDA (Canadian International Development Agency).

Purpose: to develop entrepreneurship programs in an economically distressed area for the community and students at the technikon; develop a small business resource centre with a computer lab, business resources and a business advisor; train the trainer for faculty at Eastern Cape Technikon so they could deliver entrepreneurship as part of their regular curriculum; modify/adapt curriculum to suit the South African culture, regulations and business practices.

Sandie Heirwegh was part of the team involved in the planning an successful deployment of this project. She made multiple visits to plan, assess progress and deliver entrepreneurship workshops throughout the area to groups of women, students, tourism focused entrepreneurs, etc.

The Entrepreneurial Edge in Zimbabwe

A partnership between Humber College (Toronto, Ontario, Canada) and Gweru Polytechnikon (Gweru, Zimbabwe).

Funded by CIDA (Canadian International Development Agency)

Purpose: to develop entrepreneurship programs in an economically distressed area for the community and students at the technikon; develop a small business resource centre with a computer lab, business resources and a business advisor; train the trainer for faculty at Gweru Polytechnikon so they could deliver entrepreneurship as part of their regular curriculum.

Sandie Heirwegh worked closely with the faculty to develop curriculum geared to Zimbabwe. She was part of the team involved in seeing this mandate come to fruition and went on a mission to officially open the small business resource centre and to deliver entrepreneurship workshops at the institution to members of the community.

The Entrepreneurial Edge in China

A partnership between Kwantlen University College (British Columbia, Canada), Centennial College Centre of Entrepreneurship (Toronto, Ontario, Canada) and Dalian Institute of Light Industry (Dalian, China)

Funded by CIDA (Canadian International Development Agency)

Purpose: to develop entrepreneurship programs in a new free market society for the community and students at the institute; develop a small business resource centre with a computer lab, business resources and a business advisor; train the trainer for faculty at Dalian Institute of Light Industry so they could deliver entrepreneurship as part of their regular curriculum.

Sandie Heirwegh was part of the team involved in seeing this mandate come to fruition, went on a mission to introduce the concept of Business Counseling to the faculty and developed and facilitated train the trainer sessions on the model of business counseling vs. business consulting.

The Entrepreneurial Edge Hosts Delegation from Tanzania

A partnership between Humber College (Toronto, Ontario, Canada) and Moshi University College (Moshi, Tanzania).

Funded by CIDA (Canadian International Development Agency).

Purpose: to develop entrepreneurship programs in an economically distressed area for the community and students at the institute; develop a small business resource centre with a computer lab, business resources and a business advisor; train the trainer for faculty at Moshi University College so they could deliver entrepreneurship as part of their regular curriculum; develop training programs to support micro finance.

Sandie Heirwegh hosted a group of professors from the institute in Moshi on their visit to Ontario. They visited several small business centres and were introduced to entrepreneurial training models in Ontario (Enterprise Toronto, Centennial College Centre of Entrepreneurship, Grand Erie Business Development Centre in Caledonia, Small Business Enterprise Centre in Hamilton, Two Rivers Business Development Corporation in Oshweken) and 3 small businesses in Haldimand County.

The Entrepreneurial Edge Hosts Delegation from Bangladesh

A partnership between Humber College (Toronto, Ontario, Canada) and Bangladesh Women's Chamber of Commerce (Dhaka, Bangladesh).

Funded by CIDA (Canadian International Development Agency)

Purpose: to develop small business support programs for economically challenged women; develop applicable curriculum to support the training initiatives; develop a small business resource centre with a computer lab and business resources; train the trainer for volunteer members of the Chamber of Commerce so they can deliver entrepreneurship assistance workshops to local women.

Sandie Heirwegh hosted two volunteer members (business women) of the Chamber on their visit to Ontario. They visited several small business centres and were introduced to entrepreneurial training models in Ontario (Enterprise Toronto, Centennial College Centre of Entrepreneurship, Grand Erie Business Development Centre in Caledonia, Small Business Enterprise Centre in Hamilton, Two Rivers Business Development Corporation in Oshweken).

They also visited the Hamilton Chamber of Commerce, Coldwell-Banker Pinnacle Real Estate office and The Bronze Frog Gallery in Oakville, Ontario.

They met with 3 members of the Roaring Women business networking group and made aware of available support resources.

Sandie Heirwegh

Specializing in the Design, Management and Delivery of Enterprise Development Programs

ACCREDITATIONS/AFFILIATIONS

- Certified Business Counselor through APEC (Asia Pacific Economic Corporation)
- Certified International Trade Professional designation (Forum for International Trade Training)
- APEC – IBIZ (Asia Pacific Economic Corporation – International Business Institute Network)
- WOW – Words on Work (Women's Speakers Bureau for Career Development)
- YWCA Hamilton
- Niagara Enterprise Excellence Awards (International Trade Judge: 2002, 2003, 2004)
- Ontario Global Traders Awards Committee (2002)

ENTERPRISE / ECONOMIC DEVELOPMENT EXPERIENCE

- Designed and implemented 13 entrepreneurship training programs that supported over 3,000 new businesses.
- Facilitated the creation of business support centres in Zimbabwe, China and South Africa.
- Mentored/coached start-up and growth ventures in service, retail, tourism, agriculture sectors.
- Wrote regular column in The Hamilton Spectator focusing on business issues (1997 – 2004.)
- Managed multi-level government funded self-employment programs and business development centres in 5 communities.
- Delivered numerous workshops, seminars and conference presentations on Economic Development through Entrepreneurship Initiatives.
- Developed two step-by-step delivery guides for self-employment programs.
- Conducted training in Entrepreneurship and Business Development for organizations such as Niagara College,
- Centennial College , Humber College , Ontario Works – Self Employment Branch, YWCA of Hamilton, Ontario
- Association of Native Welfare Administrators, Ontario Federation of Indian Friendship Centres, Kwantlen University College , Fanshawe College , Ontario Municipal Social Services Association, Ontario Trillium Foundation, St. Josephs' Mental Health, etc.
- Hosted delegations from Hungary, South Africa, Poland, Bangladesh, Tanzania, China, Japan, Pakistan, Egypt, Zimbabwe and Barbados visiting Canada to enhance their knowledge of enterprise development.

PROJECT MANAGEMENT EXPERIENCE

- Planned, initiated and managed independent businesses (including The Entrepreneurial Edge Inc. since 1998).
- Managed Youth International Internship program on behalf of Niagara College (oversaw 12 young professionals in 6 different countries).
- Co-founded not-for-profit corporation supporting enterprise development and professional development for business counselors/advisors.
- Created partnerships with business, government, non-profit organizations, international and educational sectors.
- Wrote proposals and business plans to secure financing for community organizations, private businesses, community colleges and government departments.
- Monitored enterprise development programs and reported on outcomes
- Conducted studies for Ontario Works on behalf of Halton Region and the Ministry of Community and Social Services (Ontario Works Branch - Self-Employment)
- Partnered with Economic Development, City of Toronto to develop "Venturing Into Food Symposium" for people interested in pursuing food manufacturing as a business
- Managed self-employment benefit program for Centennial College , Centre of Entrepreneurship
- Partnered with the YWCA Hamilton to develop, deliver and manage BizSmartz, self-employment benefit program

CURRICULUM DEVELOPMENT EXPERIENCE

- Developed curriculum for Community Small Business studies in Zimbabwe and South Africa .
- Wrote Train the Trainer modules for tourism-based businesses in Northern Ontario .
- Created "Exploring Entrepreneurship" – introduction to small business for sector specific groups (i.e. Social Assistance recipients, women survivors of domestic violence, deaf and hard of hearing, persons with disabilities, Aboriginals, consumers of mental health services, young entrepreneurs for the environment, etc.)
- Designed "D.R.E.A.M.S." – Develop Real Employment and Maintenance Skills (a job readiness and pre-employment preparation program).
- Re-wrote curriculum and course materials for Consortium of the Five Metro Colleges, Small Business distance education course.
- Developed curriculum for entrepreneurship and self-employment benefit programs in Hamilton

INTERNATIONAL TRADE EXPERIENCE

- Consulted one-on-one with numerous clients seeking global business opportunities.
- Arranged import and export (temporary and permanent) of various Quarter Horses for competition and sale.
- Contracted through community colleges to consult in South Africa, China and Zimbabwe on CIDA projects involving the creation of a business incubator and enterprise development programs.
- Acted as International Trade Advisor for Trade Niagara, Niagara College
- Performed various international market research tasks involving infrastructure, socio-cultural, political, economical, geographic and financial impact considerations.

The Entrepreneurial Edge

Sandie Heirwegh

Phone: 905-772-1826

Fax: 905-772-1874

Email sandie@theentrepreneurialedge.com