



June 15 2012

Lynda Watson
Director, North America Commercial
Programs

125 Sussex Drive
Ottawa, ON K1A 0G2

UNCLASSIFIED

To Whom It May Concern:

Letter of Reference for Mary Mokka, Trade Commissioner, Canadian Consulate General,
Buffalo, New York

This letter of reference is to acknowledge and confirm the contribution Mary has made to the work of the International Business Development Section of the Canadian Consulate General in Buffalo New York over an extended period of years. I have known Mary for approximately 12 years, especially in her capacity as the lead, in Buffalo, for the ExportUSA Program, and the acknowledged leader for this Program throughout our U.S. network of Consulates.

ExportUSA has three components, in each of which Mary has been extremely active and effective:

- New Exporters to Border States (NEBS) where Mary has worked closely with government organisations and other stakeholders to bring groups of new exports to the Canada-U.S. border itself for 1-2 day educational tours, presentations and one-on-one meetings which she planned and organised
- Reverse-NEBS where Mary has recruited trade, customs and logistics experts to attend new exporter orientation workshops in Canada
- ExportUSA webinars where Mary has planned and organised a whole series of webinars, especially those that deal with over-arching international trade issues (e.g. cross-border customs compliance, cross-border IP strategies for digital media, new product certification requirements, tax advice for Canadian companies entering the U.S. market, banking tips for Canadian companies, temporary entry to the U.S., contracting with distributors and sales reps, transportation logistics and supply chain solutions, etc.)

Mary Mokka has been the driving force behind the many initiatives undertaken under this Program, and thousands of inexperienced exporters have benefitted from “how to” activities she has planned and carried out. Participant surveys have shown consistently very high satisfaction levels, as well as export results, at least in part, attributable to the exporter’s participation in one or more educational events.

As Trade Commissioner, Mary has also developed significant expertise in the agrifood, life sciences and environmental industries sectors where she, again, has assisted Canadian companies, and their Northeast-U.S. supply chain partners, to increase the volume and efficiency of their cross-border trade and investment interests.

The Government of Canada has valued Mary's contribution over the years, and very much regrets the closure of our Consulate General in Buffalo. I commend Mary Mokka to you, and am confident she would prove to be an equally valued member of your organisation.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Lynda E. Watson', written in a cursive style.

Lynda E. Watson
Director, North American Commercial Programs Division
Department of Foreign Affairs and International Trade
125 Sussex Drive, Ottawa, Ontario CANADA K1A 0G2
Email: Lynda.Watson@international.gc.ca
Telephone: 613-944-9474