



## NSBI's Business Advisory Team

# The "Go-To" Business People

Nova Scotia Business Inc. (NSBI) employs a highly skilled Business Advisory team as frontline support for business retention and expansion throughout the province. Comprised of six account executives with a variety of business experience, including banking and company ownership, the team engages in an aggressive and proactive company visitation program in order to identify challenges and opportunities for expansion.

Adhering to Business Retention and Expansion (BRE) principles as the beginning point to understanding a company's needs, the Business Advisory team works to identify early opportunities, and pinpoint areas of concern before they

become problematic. Known province-wide as the one-stop, "go-to" business people, the Business Advisory team are experts at navigating the financial options, business programs and service offerings of all frontline service providers.

Through networking, partnership building and close associations with organizations such as the CBDC, RDAs, ACOA, Credit Union and various chambers of commerce, NSBI's Business Advisory team is always at work; gaining insight and information that will help to shape leading-edge strategies for improving investment, job creation and business success, along with identifying export potential, throughout Nova Scotia.

## Fast Facts

- » The Business Advisory team is the eyes and ears for NSBI across Nova Scotia.
- » All Business Advisory team members are BRE International certified.
- » The Business Advisory team is held accountable for the annual targets they must meet.
- » The Business Advisory team provides proactive and reactive business visits as well as referrals to appropriate partners and agencies.
- » The Business Advisory team plans, facilitates, and sponsors business related events and education programs.



**Nova Scotia Business Inc.** is the province's business development agency, an organization that works with companies to provide business solutions. The private sector-led agency works to attract new businesses to the province, and helps those already in Nova Scotia expand through services such as export development and financing.

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Nova Scotia Business Inc.

Opportunity. Growth. Prosperity.