



Business Development

Driven by your success

Nova Scotia Business Inc. (NSBI) works to attract leading edge, sustainable business investments to the province. On the front-line, we employ a team of highly skilled business development professionals whose sole responsibility is to interact with growth-oriented companies.

The Business Development team works to increase the visibility and recognition of Nova Scotia as an investment destination at home and abroad. The team also provides growth incentives to new and existing businesses.

Targeted at specific sectors consistent with Nova Scotia's competitive advantages and identified as growth

opportunities in the province's economic development strategy, the Business Development team focuses on information and communications technology, financial services, defence and aerospace, energy, advanced manufacturing and life sciences.

NSBI is known for attracting high-quality investors to the province, while helping existing Nova Scotia companies grow and expand. It boasts a strong, diversified and growing list of clients including Research In Motion, CGI, L-3 Communications, Convergys, Consolidated Fastfrate, Keane, ADP Canada, West End Capital, Citco Fund Services, Butterfield Fund Services and Captive Solutions Group of Marsh.

Fast Facts

- » In the first five years of our mandate, NSBI has worked with companies to create and maintain over 18,000 jobs that will generate a total payroll impact of over \$600 million annually.
- » Business Development executives are hired on the strength of their private sector experience in our target industries.
- » The Business Development team also includes a Client Relationship Manager whose core purpose is to work with existing clients to remove any barriers to growth in the province.
- » To supplement the efforts of the Business Development team, NSBI also works with in-market consultants covering the west and east coasts of the United States.



Nova Scotia Business Inc. is Nova Scotia's private sector-led business development agency. NSBI is the investment attraction arm of the province and helps businesses in Nova Scotia meet growth potential through advisory services, trade development, business financing and venture capital.

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Nova Scotia Business Inc.

Opportunity. Growth. Prosperity.