



Export Prospector Program: GUIDELINES

The Export Prospector Program (EPP) is designed to help companies discover new business opportunities and find qualified leads in markets outside of Nova Scotia. Companies can use the program in the following ways.

Trade Mission

Companies participating in the trade mission format will benefit from:

- A market consultant to identify pre-qualified leads and customize a schedule of in-market meetings prior to travel;
- Choosing the market and travel dates that suit the company's schedule;
- A NSBI trade development executive dedicated to helping the company find the right prospects;
- Market intelligence specific to the target market or sector.

Trade Show Assistance

Companies wishing to participate in a non-retail trade show will benefit from:

- Support for floor space (up to a maximum of \$2,500 CDN + applicable taxes)
- The possibility of consultant services to identify potential in-market leads or a training session on "how to work a trade show."

Applicant Qualification

The EPP is open to Nova Scotia companies and organizations including: incorporated businesses, partnerships or proprietorships and are not limited to any sectors.

To be eligible, applicants must be able to clearly demonstrate they possess:

- A fully-developed exportable product or service and an export marketing strategy;
- A commitment to develop new markets outside of Nova Scotia;
- Sufficient management and marketing capability to pursue the opportunity;
- Sufficient financial capacity to undertake the project;
- A specific target market with defined export potential;
- The ability to service the new market.

Funding Limits

The non-repayable contribution from EPP will not exceed a maximum contribution of \$3,500 CDN + applicable taxes per project application. The maximum contribution to any individual applicant in each fiscal year (April 1 to March 31) is \$15,000 or up to four projects.

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Application Process

- Submit application. *Applications should be received a minimum of 90 days before travel.*
- A NSBI trade development executive will contact the company to discuss specific needs in its chosen market.
- A decision can normally be expected within 10 to 15 working days.
- Once the application has been accepted, a contract will be signed, agreeing to the terms of the program.
- Any change to timing, program elements or maximum costs must be approved in writing by NSBI.

Trade Missions

- NSBI will work with the company to determine a matchmaker through a formal Request For Proposal (RFP) process. In the event that a company wishes to waive the right of the RFP process and work with a pre-determined matchmaker, the matchmaker must be on NSBI's Standing Offer List;
- The selected matchmaker will be engaged by NSBI;
- A company profile form must be completed to ensure the matchmaker has all details necessary to pre-qualify meetings;
- The matchmaker will update the company regularly on the progress of the meeting schedule. The matchmaker will arrange a minimum of five meetings on the company's behalf;
- The company will travel to market and attend pre-arranged meetings;
- Upon return to Nova Scotia, the company will report to NSBI:
 - the number of in-market meetings attended
 - any initial indication of results
 - comments, recommendations and next steps.
- Six months following the company's return from market NSBI will contact the company for an update on results.

Trade Show Assistance

- Companies must identify a minimum of 10 leads at the trade show.
- Payment for the floor space will be made directly to trade show management on behalf of the company. Should the company cancel or not participate in the trade show they will be responsible to reimburse NSBI all costs associated with the cancellation.
- Within four weeks of return from the trade show, companies must provide a follow-up report outlining the meetings and results of attending the trade show.
- Six months following the company's return from market NSBI will contact the company for an update on results.

Program Contact

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