



Export! Prospector

Helping Nova Scotia Exporters Uncover New Markets

Trade missions are at the heart of Nova Scotia Business Inc.'s (NSBI's) trade development services, with a proven track record for helping companies discover new business opportunities in markets outside of the Maritime provinces.

The Export Prospector Program offers the core advantages of a trade mission, but is designed specifically for one company. The program puts the participant in the driver's seat to choose the target market and timing of the trade mission.

Export Prospector is open to Nova Scotia companies currently exporting, or with potential to export. Applicants must have a specific target market with defined export potential and the ability to service the new market.

Those who qualify to participate in the program will receive:

- An NSBI trade development executive dedicated to helping the company find the right prospects.
- Market intelligence specific to the target region or industry sector.
- An aggressive cold calling program on behalf of the participating company.
- An itinerary of appointments with qualified prospects in the target market.

The participating company will then travel to the target market, call on all pre-qualified prospects and start the sales process that could ultimately boost their top line.

Fast Facts

- » The Export Prospector Program is a trade mission designed specifically for one company.
- » The program helps Nova Scotia companies find qualified prospects in their target market.
- » The Export Prospector Program is open to incorporated businesses, proprietorships, or educational institutions based in Nova Scotia who are currently exporting or have potential to export.
- » The program is funded with the assistance of the Canada/Nova Scotia COOPERATION Agreement on Economic Diversification. The Agreement is managed by the Atlantic Canada Opportunities Agency and Nova Scotia Economic Development.
- » To learn more about the Export Prospector Program or to apply, please contact **Brenda Baker** at 902.424.5054, email bbaker@gov.ns.ca or visit www.nsbitrade.com.
- » www.nsbitrade.com provides an in-depth look at the programs and services NSBI offers to help exporters penetrate new markets. The site presents clients with up-to-date trade mission information; program descriptions; guidelines and application form downloads; important news for exporters; and an introduction to our trade staff.



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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Opportunity. Growth. Prosperity.