

Service Export Program (SEP)

Helping Businesses Close the Sale

GUIDELINES

The Service Export Program (SEP) provides financial support to Nova Scotia service sector companies that are in the final stages of closing an export sale. Program participants may be eligible for reimbursement of up to 50% of incurred costs associated with traveling to meet a client.

Applicant Qualifications

The SEP is open to Nova Scotia-based companies and organizations including: incorporated businesses, partnerships, proprietorships and educational institutions. Eligible sectors include: architectural, construction and engineering, banking and insurance, education and training, energy and environmental services, entertainment, cultural, health care, digital media, information, telecommunications, legal and other business services.

To be eligible, applicants must clearly demonstrate:

- They possess a defined service sale opportunity
- The service sale opportunity is beyond prospecting or initial discussion stage
- They possess a fully developed, exportable service
- The ability to execute on the opportunity should they be successful

Eligible Reimbursement Costs

- Return economy airfare or equivalent transportation to visit a client or have a client visit you
- Car rental and in-market ground transportation
- Standard-class accommodations
- Presentation or collateral materials specific to the opportunity outlined in the SEP application
- Interpreter fees (if required)

* Please note: Multiple visits to pursue the same sales opportunity will not be supported and applicants are responsible for 100% of all other costs.

Program Details

- SEP can provide up to 50% of approved eligible costs up to a maximum contribution of \$5,000 per project application and \$20,000 per fiscal year
- Companies can apply for up to a maximum of 5 projects per year.
- The minimum funding request per application is \$1,000.
- Funding can be used to assist with activities necessary to cultivate an identified business opportunity in the later stages of the sales cycle.
- Applicants must have an established relationship with the potential client or partner. This opportunity must be outside of the Maritime provinces.
- All financial support under the program is made on a reimbursement basis for direct costs incurred. Funding advances are not provided.

How Do I Apply?

Visit the NSBI's website (www.nsbi.ca/trade) to download the application form. Complete and return to Brenda Baker, Program Coordinator, at bbaker@nsbi.ca or fax to 902.424.6823.

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Costs that are Not Eligible

- Prospecting
- Marketing research / marketing plans
- Trade missions, trade shows, workshops, conferences, fairs or exhibitions
- Transportation of goods or equipment
- Salaries, commissions or per diem expenses
- Meals, entertainment and hospitality costs
- Phone, fax, Internet and other communications costs
- Travel immunization, insurance or medical expenses
- PST, GST, HST and other Canadian Federal or Provincial taxes

Application Process

- 1) Submit application: A panel of representatives from NSBI and other Provincial and Federal trade partners will review your application. A decision is typically made within 15 working days.
- 2) Application Review: The review panel will consider each application on an individual basis and determine if the application meets the overall goals of the SEP using the information provided in the application form. The panel will take into consideration the following information:
 - Does the applicant and/or company possess the capabilities to undertake the project?
 - Is the proposed activity clearly identified and in the later stages of the sales cycle?
 - Will the majority of benefits accrue to Nova Scotia?
 - Are submitted costs reasonable and in accordance with the program guidelines?
 - Do proceeds from the project generate economic development for the applicant's Nova Scotia facility?
- 3) Program Acceptance: Once approved, you will receive a letter of offer outlining your participation in the program. After the letter of offer is signed and returned to NSBI, any changes to timing, program elements, or maximum costs must be submitted in writing and approved by the review panel. If this is not done the costs, or the entire project, may not be supported.
- 4) Program Aftercare: Following the completion of all project activities, you must submit a SEP claim form and report within four weeks. The forms will be provided to you by the program coordinator or are available online. The SEP claim form and report must be accompanied by copies of receipts for all eligible expenses claimed. If the claim is not made within the four week period the file will be closed and the project will be ineligible for reimbursement.

You will be contacted by NSBI six months following all project activities to report on the final results of their project. If the 6 month report is outstanding, you will be ineligible to submit new applications until the reporting requirements are up-to-date.

For General Inquiries Contact:

Brenda Baker
Program Coordinator
Nova Scotia Business Inc.
Tel: 902.424.5054
Email: bbaker@nsbi.ca



Economic and Rural Development



The Service Export Program is administered by Nova Scotia Business Inc. with funding from Nova Scotia Economic and Rural Development.