



## Go-Ahead Program

### Helping Exporters Follow-up on Sales Leads

Nova Scotia Business Inc.'s (NSBI) Trade Development team has a suite of tools available to help exporters increase sales in external markets.

The Go-Ahead Program (GAP) helps Nova Scotia exporters seal-the-deal on sales outside of the Maritime provinces. The program provides support to small and medium-sized enterprises (SMEs) in Nova Scotia, helping companies cover the costs of follow-up visits to markets pursued during a previous provincial government or export agency initiative, including trade missions, shows or conferences.

The program is open to Nova Scotia-based companies and organizations, specifically SMEs. Applicants must be

following-up on a sales opportunity identified on a previous visit to the chosen market.

Those who qualify to participate in the program will be eligible to receive 50 per cent of incurred costs associated with doing business in the chosen market, including:

- Return economy airfare or equivalent transportation to visit a client or have the client visit you
- Car rental and in-market ground transportation
- Accommodations
- Marketing materials designed for the sales visit
- Translator or interpreter fees

### Fast Facts

- » The program provides funds for in-market follow-up meetings with prospective partners and clients.
- » GAP is open to incorporated businesses, proprietorships, or educational institutions based in Nova Scotia. Qualifying applicants must possess, manufacture, or produce an authentic exportable product or service, technology, or intellectual property.
- » Applicants must have participated in a provincial government sponsored trade mission, trade show, or conference within one year of applying for funding. The identified opportunity being pursued must be a result of participation in the government sponsored activity.
- » GAP can provide up to 50 per cent of approved eligible costs, to a maximum contribution of \$5000 per project application and \$20,000 per fiscal year.
- » The program is administered by NSBI and funded by the Nova Scotia Department of Economic Development.
- » To learn more about GAP or to apply, please contact **Brenda Baker** at 902.424.5054, email [bbaker@gov.ns.ca](mailto:bbaker@gov.ns.ca) or visit [www.nsbitrade.com](http://www.nsbitrade.com).
- » [www.nsbitrade.com](http://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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