

Nova Scotia — Caribbean Liaison Program Guidelines

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The Nova Scotia-Caribbean Liaison supports the marketing efforts of Nova Scotia organizations wishing to export their products and services to the Caribbean market. This program is designed to assist companies engaged primarily in the agricultural & agrifood/seafood, education & training, energy, environment, manufacturing and professional services sectors. Countries of focus include: Barbados, Dominican Republic, Guyana, Jamaica, Suriname, Trinidad & Tobago and countries of the Organization of Eastern Caribbean States (OECS).

The export marketing assistance provided by the Nova Scotia-Caribbean Liaison will be in the following streams: Business Matchmaking, After Care, Project/Opportunity Identification; and Local Partner Identification.

Who qualifies

- Incorporated businesses, partnerships, proprietorships, associations or educational institutions based in Nova Scotia and operating in the above listed sectors are eligible.
- Applicants who can clearly demonstrate that they possess a fully-developed exportable product or service.

What is covered under the Nova Scotia-Caribbean Liaison program?

- The program covers the costs of participating Nova Scotia firms to work one-on-one with the Nova Scotia-Caribbean Liaison, a consultancy team with great depth of experience in the Caribbean market. This consultancy will be available to assist eligible companies' marketing efforts through:
- Business Matchmaking: arranging a schedule of pre-qualified face-to-face business meetings with potential buyers and partners. Participating companies will travel to the market to attend their meetings. The companies will be responsible for 100% of their travel and accommodation costs, however, they may be eligible for funding assistance to return to the market for their 2nd and 3rd visits through Nova Scotia Business Inc's Go Ahead Program (GAP).
- After Care: assistance with follow-up from a past project/initiative in the region, such as participation in a trade mission or submission of a bid or tender.
- Project/Opportunity Identification: including intelligence on activities in a particular sector or projects in the pipeline.
- Partner Identification: pre-qualifying potential partner firms based in the Caribbean region for future collaboration.

The Nova Scotia-Caribbean Liaison program is administered by NSBI and EduNova with guidance by a steering committee comprised of provincial and federal trade partners.

The application process

Interested firms can apply to use this resource by submitting the Nova Scotia-Caribbean Liaison Application Form to NSBI (contact information provided on the form). A decision regarding acceptance into the program can normally be expected within 15-30 working days but the Steering Committee will make all efforts to process applications more quickly if the nature of the request is time-sensitive and merits more urgent attention. Eligible applicants will be accepted on a first-come, first served basis. All projects must be completed by March 31, 2010.

Nova Scotia-Caribbean Liaison program administration

All completed project applications will be assessed by the Steering Committee comprised of representatives of provincial and federal government departments with export development mandates.

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The Program Administrator will initially review the application to ensure completeness of information, confirm that basic eligibility criteria are met, and forward to the Steering Committee for consideration. If accepted, a letter of offer will be forwarded for the applicant's approval. Thereafter, any changes to timing or project elements must be submitted to the Program Administrator in writing and approved by the Steering Committee in order for the Caribbean Liaison's work to continue on the project.

Application evaluation

The Steering Committee will consider each project on its own merits and the extent to which it is determined to meet the overall goals of the Nova Scotia-Caribbean Liaison program using the information provided in the application form. Applications will be evaluated by the Steering Committee on the first Wednesday of every month. Should the nature of the request be deemed urgent, then the Steering Committee will make all efforts to process the application in a timely manner.

In order to be approved, applicants must be able to clearly demonstrate that they possess

- A fully-developed exportable product or service, including an export marketing strategy;
- A commitment to develop new markets outside of the Atlantic Provinces and Canada;
- Sufficient management and marketing capability, and financial capacity to undertake the proposed export initiative;
- The ability to service the new market.

The Steering Committee will assign particular weight to the following considerations

- Does the applicant possess the capabilities and resources to follow up on opportunities identified through the Nova Scotia-Caribbean Liaison?
- Will proceeds from the opportunities identified by the Nova Scotia-Caribbean Liaison generate economic development for the applicant's base within Nova Scotia?
- Can the proposed activities requested of the Nova Scotia-Caribbean Liaison be completed by the March 31st deadline?

Clients must submit a Nova Scotia-Caribbean Liaison Evaluation, available from the Program Coordinator, within four weeks of completion of all project activities. The evaluation will outline briefly any initial indications of results, comments, recommendations and next steps.

Clients will be contacted by the Scotia-Caribbean Liaison Steering Committee six months following the project completion to report on final results.

For general inquiries please contact:

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