



Service Export Program

Linking Service Exporters with Potential Clients & Partners

Nova Scotia Business Inc. (NSBI) works with Nova Scotia companies to develop new export markets and increase export sales in the province.

The Service Export Program (SEP) offers funding to assist service exporters who are in the later stages of the sales cycle. The program helps companies pursue face-to-face meetings that have a high potential for significant sales.

SEP is open to Nova Scotia-based companies and organizations. To qualify for funding, an established relationship must exist with the potential client or partner and the opportunity must have progressed to an advanced stage of the sales cycle.

Those who qualify to participate in the program are eligible to be reimbursed for 50 per cent of incurred costs associated with traveling to meet a potential client, 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 SEP program is open to incorporated businesses, partnerships, proprietorships, or educational institutions based in Nova Scotia, operating in a range of service sectors. Applicants must clearly demonstrate that they possess a fully developed exportable service and must have an established relationship with the potential client or partner.
- » SEP 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 SEP 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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Nova Scotia Business Inc.

Opportunity. Growth. Prosperity.