



Trade Development Services

Discover Business Opportunities in Global Markets

Nova Scotia Business Inc.'s (NSBI) trade development team works with Nova Scotia companies to increase sales revenue and generate business opportunities in markets outside the province.

Our programs and services promote the benefits of exporting, provide information on new markets and growth opportunities, and help clients find qualified buyers, distributors and partners. Our trade executives have a suite of tools available to assist Nova Scotia exporters and meet individual client requirements by providing information, guidance, and one-on-one counseling.

The ultimate goal of NSBI's trade programs is to help secure market development and diversification opportunities for any Nova Scotia company that is capable of selling and delivering its products or services in markets outside of the province.

NSBI's trade development team also plays a central role in advancing and coordinating the trade development agenda in Nova Scotia. We are a co-chair of Trade Team Nova Scotia, and members of the Provincial Trade Committee, International Business Development Agreement (IBDA) and Team Canada Atlantic.

NSBI's Trade Programs & Services

Trade Missions NSBI's trade missions are a cost-effective way to connect with qualified buyers and potential business partners in new markets. Our trade missions provide matchmaking service, individual support from an NSBI trade development executive, ground transportation to and from sales calls, and in-market networking opportunities.

Export Prospector Program (EPP) Imagine a trade mission designed specifically for your schedule, your market interests, your product or service. NSBI's Export Prospector Program offers personalized service, including market intelligence and an itinerary of appointments with qualified prospects in your target market.

Service Export Program (SEP) If you are a service company ready to finalize an export business deal with a prospective client, you may qualify for reimbursement of up to 50% of eligible costs through the Service Export Program (SEP). Funded by the Department of Economic Development, and administered by NSBI, this program supports travel costs for Nova Scotia service companies for the final "face-to-face" closure with a client in markets outside of the Maritimes.

Go-Ahead Program (GAP) If you have a business trip planned as a follow-up to a previous provincial government trade initiative, the Go-Ahead Program (GAP) may cover up to 50% of the cost. Funded by the Department of Economic Development, and administered by NSBI, these costs may include; airfare, car rental, accommodation, marketing materials and translation or interpretation fees.

ExportAbility Whether you are an active exporter, or are looking to become export-ready, professional development will increase your knowledge of trade. The ExportAbility program, funded by the Department of Economic Development and administered by NSBI, offers up to 75% of eligible professional development costs including; course or workshop fees, course materials and exam fees.



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.