



## Trade Missions

### Matchmaking Made Easy

Nova Scotia Business Inc. (NSBI) works to help exporters forge new business opportunities in markets of their choice.

Many of Nova Scotia's experienced exporters attribute their initial success to taking part in trade missions. Trade missions are unparalleled for their effectiveness in penetrating new markets quickly and cost-effectively.

Our approach is to target a variety of high potential markets. We encourage participation when the proposed mission fits with a firm's capabilities, interests and business development strategy. A menu of opportunities is offered to our clients through e-mail notifications and a regularly updated calendar on our trade-focused website, [www.nsbitrade.com](http://www.nsbitrade.com).

When a firm registers to take part in a trade mission – the process is simple. We turn our team of professionals to the task of translating the participant's description of an ideal prospect into a series of private sales meetings in the target market. The participant then travels with the mission, calls on pre-qualified prospects, focuses their efforts on selling and starts the sales process.

NSBI trade missions are worth considering. For a nominal fee, you will receive:

- Prospecting
- Individual support from an NSBI trade development executive
- Ground transportation to and from sales calls
- In-market networking opportunities

### Fast Facts

- » Trade missions are the foundation of NSBI's export services – helping Nova Scotia companies forge new business opportunities in markets of their choice.
- » Trade missions are open to incorporated businesses, proprietorships, or educational institutions based in Nova Scotia who are currently exporting or have potential to export.
- » For information on upcoming trade missions, 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.

World Trade & Convention Centre  
1800 Argyle Street, Suite 701  
PO Box 2374 Halifax, Nova Scotia  
CANADA B3J 3E4

Tel: 902.424.6650  
Fax: 902.424.5739

[www.novascotiabusiness.com](http://www.novascotiabusiness.com)

n | s | b | i  
Nova Scotia Business Inc.

Opportunity. Growth. Prosperity.