

# Guidelines

## Export Growth Program

### 1. Program Objective

The Export Growth Program supports businesses looking to increase their export sales outside of Nova Scotia. The program provides financial incentives for projects that assist a business' ability to overcome barriers to export growth. This includes:

- Supporting **travel to market** associated with visiting a client, potential partner, or investor in another market, or for a foreign client and/or potential partner to visit the Nova Scotia operation; and
- Mitigating **trade show/conference costs** by funding floor space, conference fees, travel, and accommodation costs.

The program outcomes focus on improved global competitiveness leading to increased export sales and focus on high-growth sectors\* and businesses positively impacting the Nova Scotia economy.

\*Refer to the [Nova Scotia Business Inc. 2015-2016 Business Plan](#)

### 2. Applicants

All Nova Scotia registered businesses in good standing **except:**

- Franchises
- Games of chance operations, bingo halls, small scale gaming operations
- Real estate developers
- Licensed liquor establishments whose primary business is alcohol sales (except production breweries, brew pubs, wineries, and distilleries)
- Distributors, agents, or associations
- Creative industries companies including Music, Written and Published Work, Performing Arts (touring), Visual and Applied Arts (Contemporary Art, Production Craft, Photography, and Fashion Design)
- Publicly funded educational organizations

To be **eligible** for the program the business must:

- Be engaged or plan to engage in commercial activities outside of Nova Scotia;
- Have a fully-developed exportable product, service, technology, or intellectual property that can be sold into a target market outside of Nova Scotia;<sup>1</sup>

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<sup>1</sup> If your business is not at this stage, please contact Innovacorp at [www.innovacorp.ca](http://www.innovacorp.ca)

- Have an export plan outlining the following:
  - The products or services you plan to market and any modifications, if any, that must be made to adapt them to the target market(s);
  - Your business' target market(s) and supporting research;
  - Customers for each market and what marketing and distribution channels will be used to reach them;
  - Challenges in the target market(s) (competition, cultural differences, import controls, intellectual property status, certifications, etc.) and how these will be overcome;
  - The strategy you intend to use to succeed in the market including timelines;
  - Personnel and business resources dedicated to exporting; and
  - Outline your planned expansion (if any) inclusive of projected increase in staff
  - Expected outcomes in the target market(s); and
- Demonstrate a clear link between the requested project funding and the plan and articulate how the funding for each project will increase export sales outside of Nova Scotia.

### 3. Activities Assisted

**The Export Growth Program** contributes up to 50% of eligible costs to a maximum of \$15,000 for a business to:

- Travel to a new market outside of Nova Scotia\* (or up to two return visits within 24 months of the initial visit) to attend a trade show, conference, or to visit clients, potential partners, or investors; and
- Have foreign clients, potential partners, or investors visit the organization's Nova Scotia facilities for the first time.

**Eligible costs (excluding PST/GST/HST) include:**

- Floor space cost for a non-retail trade show;
- Conference registration fees (maximum of two representatives);
- Return economy travel or equivalent transportation (maximum of two representatives);
- Standard-class accommodations (maximum of two representatives);
- In-market ground transportation or car rental (maximum of two representatives); and
- Fees for translators or interpreters related to the project.

**Any costs not listed under the eligible costs above are deemed ineligible.**

\*A new market can be a geographical market where the business has never visited or sold their products or services to or a new market sector within an established geographical market

### 4. Program Criteria

Businesses must demonstrate how the project will help achieve the business' strategic goals in their export plan, leading to an increase in their global competitiveness. The project should result in one or more of the following outcomes:

- An increase in sales or revenue outside of Nova Scotia
- Entering a new market(s) outside of Nova Scotia
- Access to a new supplier(s) outside of Nova Scotia
- Participation in a global value and/or supply chain
- Increased investment in the business
- Increased productivity
- Understanding the requirements needed (*i.e. certifications*) to enter a specific market outside of Nova Scotia
- A joint venture, technology transfer, and/or innovation partnership (post commercialization phase)

Projects will be evaluated on the:

- Impact on the business' export competitiveness based on the above outcomes;
- Project rationale and the alignment with the business' export plan; and
- Potential for the project to impact the Nova Scotia economy.

**Project applications are subject to a competitive process and not all applications that meet these criteria may be approved.**

## 5. Application Process

- A completed application form, with all supporting materials including the export plan must be submitted to Nova Scotia Business Inc. by 5:00 PM (Atlantic Time) on the intake closing date (contact / submission information is available under Section 8c).
- Applications received outside of the timeframe, as set out in the guidelines, will not be considered. A completed application must be submitted to Nova Scotia Business Inc. prior to travel. Any expenses incurred prior to application approval are at the business' own risk.
- Written approval of applications will be provided.
- Once an application is approved, Nova Scotia Business Inc. will assign a representative (Regional Business Development Advisor) to work with the business and monitor progress.

**The deadlines for application submission are by 5:00 pm (Atlantic Time) on the following dates:**

- Intake One: April 15, 2016
- Intake Two: July 1, 2016
- Intake Three: October 1, 2016
- Intake Four: January 15, 2017

## 6. Terms of Incentive

- Funding is provided in Canadian dollars.
- The total amount of all Canadian government funding (federal, provincial/territorial, or municipal) is set at 50% of the total eligible project cost in any single provincial government fiscal year (April 1 to March 31). The business must pay 50% of the total eligible cost.
- All approved projects must be completed in accordance with the timelines and other terms as outlined in the Agreement.
- An Agreement may be revoked on the basis of information discovered after the issuance of the Agreement.

## 7. Incentive Compliance & Payment

- The incentive is only payable against eligible project costs as outlined in the Agreement.
- Applicants are required to pay all invoices prior to receiving the incentive. Reimbursement will occur upon receipt of activity claim forms and copies of paid invoices/receipts.
- Deliverables for project completion with a date no later than March 31 and payment within the fiscal year (April 1 to March 31) include:
  - Project Activity Summary Report;
  - Project Activity Claim Form(s);
  - Copy of related project invoices and receipts.

## 8. Other Pertinent information

### a) Freedom of Information and Protection of Privacy Act

Information collected in connection with this program is subject to, and will be treated in accordance with, the Nova Scotia Freedom of Information and Protection of Privacy Act. For additional information see: <http://www.novascotia.ca/just/IAPP>.

### b) Public Announcements and Disclosure of Information

Approved businesses must consent to:

- Participate in any public announcement or public ceremony relating to the awarding of the Export Growth Program funding to the business and related accomplishments, at a mutually agreeable time; and
- The release of project information (business name, sector, region, and total Export Growth Program funding amount received) to the media and general public.

### c) Contact / Submission Information

Nova Scotia Business Inc.

Att: Export Growth Program

1800 Argyle Street, Suite 701

Halifax, Nova Scotia B3J 3N8

Email: [egp@nsbi.ca](mailto:egp@nsbi.ca)

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