

FAQ

ConnectNS Global Advisors Program

1. What is the ConnectNS Global Advisors Program?

Global Advisors is a program connecting Nova Scotia exporters with global influential industry experts.

2. Who are the Global Advisors?

Global Advisors are a volunteer group of key influencers and industry experts within Nova Scotia's community of expats, alumni, and friends of the province. They have offered to share their knowledge, experience and/or connections with Nova Scotia exporters.

3. Who is eligible to access the Global Advisors Program?

Eligible Nova Scotia companies that are currently exporting.

4. How do I apply?

To receive an application form, you must be referred by an NSBI Export Development Executive or Regional Business Development Advisor. If you are not already connected to an NSBI staff member, please contact a [Business Development Advisor in your region](#).

5. What type of information is required to complete the application form?

The simple one-page, on-line application form includes questions around your current export experience and growth plans.

6. How long does it take to process an application?

Applicants are notified of their application status within 15 business days of submission.

7. What happens if I'm accepted? How does the program work?

- When you receive confirmation of eligibility to the program, you will be provided with a link to the ConnectNS Global Advisors database.
- Once you have reviewed the Global Advisors database, submit a request to connect to the Global Advisor (s) you wish to meet.
- A member of the NSBI team will reach out to the Global Advisor on your behalf to see whether they are available to meet. Meetings can take place in person, by phone or virtually.

8. What should I ask the Global Advisor?

Try to identify a Global Advisor experienced in the sectors(s) or market(s) where you want to expand. For example, if you are gearing up to expand within the healthcare sector, request a Global Advisor in that industry. Ask them for advice around doing business within their area and if there is anyone they would recommend you connect with.

9. Can I approach a Global Advisor for investment or to sell them my products or services?

No. This program is not a direct business development or selling program.

10. How many Global Advisors can I request to connect with?

You can submit up to three requests to connect within a seven-day period.

11. Who sets up the meetings?

A member of the ConnectNS team arranges a mutually-convenient time and location for the meetings.

12. Where do meetings take place?

Meetings can take place in person, by phone, or virtually.

13. Will I be able to meet with every Global Advisor I request to connect with?

No. Meetings are at the discretion of the Global Advisor.

14. How many times should I meet with the Global Advisor?

Just once. The program is a quick and easy way to gain knowledge, experience and connections; rather than a long-term mentorship.

15. Is there a fee to participate in the Global Advisors program?

No. There is no fee to apply or take part in the program.

For additional information, please contact:

Nova Scotia Business Inc.
Email: connectns@nsbi.ca
Phone: (902) 424-7237