

# Guidelines

## Export Development Program

### 1. Program Objective

The Export Development Program (the “Program”) supports businesses looking to:

- Increase their sales outside of Nova Scotia;
- Improve their competitiveness; and
- Positively impact the Nova Scotia economy.

The Program provides financial incentives for projects that assist a business’ ability to overcome barriers to export growth. This includes:

- Supporting **travel to market within Canada** associated with visiting a client, potential partner, or investor in another market, or inviting a foreign client and/or potential partner to visit the Nova Scotia operation;
- Mitigating traditional **trade show/conference costs** by funding floor space, conference fees, travel, and accommodation costs;
- Mitigating **virtual trade show/conference costs** by funding participation fees, conference fees and virtual booth space;
- Hiring a **consultant** to address challenges or barriers to selling outside of Nova Scotia including to improve their competitiveness;
- Purchasing **software, hardware and platforms** to enhance remote working productivity, e-commerce solutions and the digitization of internal operations.

\*Refer to the [Nova Scotia Business Inc. 2021-22 Business Plan](#)

### 2. Eligible Applicants

All applicants must meet the following criteria:

- 1) be a Nova Scotia registered business in good standing (current registration on the *Registry of Joint Stock Companies*)
- 2) have a permanent establishment in Nova Scotia
- 3) have most of its workforce currently residing in Nova Scotia (some exceptions may apply, contact the [Regional Business Development Advisor in your area to discuss](#))
- 4) be engaged in, or have imminent plans to engage in, commercial activities outside of Nova Scotia, with fully developed exportable product(s), service(s), technology(ies), and/or intellectual property
- 5) have a business plan and a strategy to sell products/services outside of Nova Scotia outlining the company’s target market and distribution channels; and challenges in the target market and how they will be overcome

Businesses not eligible for the Program include:

- Franchises
- Games of chance operations and bingo halls
- Personal service providers
- Real estate developers, agents or brokers
- Licenced liquor establishments whose primary business is alcohol sales (excepting production breweries, brew pubs, wineries, and distilleries)
- Distributors, agents, or traders, including retailers except where value-added products or services are part of the deliverables or for the purpose of selling Nova Scotia products/services abroad
- Associations
- Professional service providers, except where the project represents a unique and/or strategic opportunity with potential economic benefit and/or job creation
- Creative industries companies' activities which are eligible under the Creative Industries Fund
- Tourism operators
- Publicly funded organizations
- Non-revenue-generating not-for-profit organizations

### 3. Projects Assisted

The Export Development Program contributes up to 50% of eligible costs to a maximum of \$30,000 CAD for a business to:

- Travel to a market outside of Nova Scotia to attend a trade show, conference or to visit clients, potential partners or investors;
- Participate in a virtual trade show, mission or conference;
- Have foreign clients, potential partners or investors visit the business' Nova Scotia facilities for the first time;
- Hire a consultant to address challenges or barriers to selling their products/services outside of Nova Scotia including to improve competitiveness;
- Purchase software, hardware and platforms to enhance remote working productivity, e-commerce solutions and the digitization of internal operations.

The Program offers three streams to support export growth.

For specific queries on eligible and ineligible expenses in any of the streams, please reach out to a [Regional Business Development Advisor](#).

#### Stream 1: Travel and Virtual Trade Missions

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

- Standard floor space cost or virtual booth space for a non-retail trade show;
- Entry-level conference registration fees (up to two representatives of the business);

- Return base economy travel or equivalent transportation (up to two representatives of the business);
- A **per diem rate of \$200 CAD (\$400 x 50%) for each approved traveller** to cover accommodations and in-market ground transportation/standard car rental (up to two representatives of the business). Per diem does NOT include the trip return day. **Per diem expenses are capped at 7 days per trip;**
- Fees for translators or interpreters related to the project;
- Fees for translating marketing materials for a virtual trade show/mission;
- Incoming client/partner/investor first time visit eligible costs (up to two individuals) include return base economy airfare and per diem rates, subject to the guidelines above.

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

Minimum project cost is \$1,000 CAD.

### **Stream 2: Hiring a Consultant to address challenges or barriers to selling products/services outside of Nova Scotia**

Eligible projects include:

- Diversity and Inclusion Policy
- Business growth, strategic and marketing plans
- Market research, feasibility or business case analysis for proposed or existing business activity
- Product research, development, and design
- Development plan for e-commerce platform for markets outside of Nova Scotia
- Business matchmaking or lead generation in new markets
- Business valuations for succession planning
- Productivity, efficiency, lean, capacity improvements, sustainability and reduction of carbon footprint
- Intellectual Property or Certification research or development (does not cover legal fees)
- Technology implementation or development
- (Re)Branding for international markets
- E-commerce solution improvement

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

- Consulting fees
- Consultant transportation and accommodations costs directly related to the project

Minimum project cost is \$5,000 CAD.

Any cost not listed under “Eligible project costs” above are deemed ineligible.

### **Consultants and Statements of Work**

Selection of the consultant in Stream 2 is at the discretion of the applicant.

Nova Scotia Business Inc. (NSBI) encourages applicants to engage other Nova Scotia businesses for their project though choosing a consultant from outside Nova Scotia does not preclude a business from the application process.

The chosen consultant must be at arms' length from the applicant.

The statement of work must be prepared by the consultant and must meet the following criteria:

- Detailed description of the work to be performed including timelines and hourly rates or fee structures
- For Canadian consultants: if no GST/HST/PST/QST is included in the cost, it must be noted that costs are either exempt, subject to, or inclusive of GST/HST/PST/QST

Statements of work are subject to review by NSBI and may be rejected if insufficient project details are provided.

For a project to be assessed, sufficient information must be provided with the application to validate the consultant and consultant's expertise. Proof of expertise to be included with the application must consist of:

- Consultant's biography and/or curriculum vitae (CV)
- Previous work history and/or client references

NSBI reserves the right to contact any consultant directly.

### **Stream 3: Digital Adoption**

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

Initial expenses incurred while implementing new software, platforms, and hardware related to operational digitization and automation, e-commerce and digital marketing upgrades, new processes to aid remote working and broadband and connectivity upgrades.

Eligible costs include\*:

- Consultant fees related to the development and implementation of the technology solution (The chosen consultant must be at arms' length from the applicant)
- Inventory control software
- CRM software
- ERP software
- Accounting software
- Video conferencing software
- E-commerce platform and plug-in subscriptions when an initial expense upon implementation
- Computer hardware
- Photography equipment
- Remote working suites such as Google docs, Office 360 and Zoho
- Cloud computing and web hosting such as Azure, Amazon Web Services (AWS), Google Cloud Platform (GCP)

\*If software is a subscription, up to one year of expenses will be eligible.

Ineligible costs include (but are not limited to):

- Internal labour costs
- Paid advertising space
- Website maintenance and pre-existing hosting fees
- SaaS marketing tools
- Desks, workstations, furniture/fixtures
- Small appliances (ex. air purifiers, etc.)
- Lighting
- Shipping
- Warranty plans, insurance
- Accessories (ex. Peripherals, earbuds, mouse, keyboard, cords, connectors, covers, cases, bags, etc.)
- Office supplies
- Smartphones
- Monthly subscriptions (after initial implementations)

All individual expense items must have a minimum value of \$250 before HST/PST/GST/QST. Minimum project cost is \$2,000 CAD.

#### **4. Ineligible Markets**

Projects can take place in any country, provided Canada has not imposed sanctions against that country or against individuals/entities relevant to the proposed project.

Please see the [listing](#) of current sanctions imposed by Canada.

#### **5. Program Criteria**

The Program supports businesses looking to:

- Increase their sales outside of Nova Scotia;
- Improve their competitiveness; and
- Positively impact the Nova Scotia economy.

Projects will be evaluated based on the:

- Alignment of the project to the company's strategy to sell their products/services outside of Nova Scotia;
- Potential of the project to benefit the company's Nova Scotia operations;
- Potential for the project to impact the Nova Scotia economy.

#### **6. Application Process**

- Contact the [Regional Business Development Advisor](#) in your area to discuss Program alignment to your project.
- A completed Application Form must be submitted to Nova Scotia Business Inc. (contact information is available under Section 10c).
- Applications received outside of the timeframe as set out in Section 7 of these guidelines will not be considered. A completed application form **must be submitted** online to Nova Scotia Business Inc. **prior to commencement of the project**. Any expenses incurred prior to application approval are at the applicant's own risk.
- Responses to any requests by NSBI for missing or follow up information required by NSBI for evaluation of the application must be received no later than 5 days following such request by NSBI. Non-receipt of requested information from NSBI will result in an application being declined. An application is not considered complete until all required or requested information has been received by NSBI.
- If approved, the Export Development Program Agreement ("Agreement") will be issued and must be accepted within 10 business days to be valid. Failure to return an Agreement within 10 business days will result in NSBI cancelling the Agreement with no further notice.
- Written decline of applications will be provided.
- There is no application fee for this Program.

## 7. Application Intake

- Businesses can submit complete applications for the Export Development Program anytime between **March 24, 2021 and January 14, 2022 at 5 PM**.
- Applications for Stream 1 will ONLY be considered for projects completed between **April 1, 2021 and March 31, 2022**.
- Applications for Stream 2 and Stream 3 will ONLY be considered for projects completed between **April 1, 2021 and March 15, 2022**.

## 8. 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 project cost.
- Applicants are required to pay all invoices prior to receiving a claim under the incentive.
- The incentive is only payable against eligible project costs as outlined in the Agreement.
- All approved projects must be completed and claimed in accordance with the timelines and other terms as outlined in the Agreement.
- An Agreement may be revoked based on information discovered after the issuance of the Agreement.
- Businesses must complete the feedback survey for the Program and participate in NSBI's annual corporate data collection process for two years following the project's completion.

## 9. Incentive Compliance and Claim Payment

The incentive is only payable against eligible project costs as outlined in the Agreement. Deliverables for project completion must be submitted online no later than 30 days from project completion. In the case of Stream 1 projects, claims must be submitted online within 30 days of completion of each project/trip. For projects completed in March, deliverables must be submitted no later than March 31, 2022 for Stream 1, and March 15, 2022 for Streams 2 and 3. Failure to adhere to these timelines will result in the project claim being denied, with no further notice.

### Stream 1:

Deliverables include:

- Project Activity Claim Form(s);
- Copies of related project invoices/receipts as well as proof of payment such as credit card/bank statements, copies of the front and back of cheques (indicating that they have been cashed at a financial institution) or confirmation of a wire transfer.
- Per diem: Proof of payment will not be required for accommodations and ground transportation; however, proof of travel must be submitted (i.e., airline boarding passes or accommodations invoice, etc.) in order to validate the per diem calculation.

### Stream 2:

Deliverables include:

- Consultant's final report detailing work completed and outcomes
- Proof of project completion (i.e., marketing material, screen shots, business plan)
- Related project invoices from the consultant indicating they have been paid
- Proof of payment such as credit card/bank statements, copies of the front and back of cleared cheques (indicating that they have been cashed at a financial institution) or confirmation of a wire transfer

### Stream 3:

Deliverables Include:

- Claim Form Worksheet
- Copies of related project invoices/receipts as well as proof of payment in the form of credit card statements, copies of the front and back of cheques (indicating that they have been cashed at a financial institution) or confirmation of a wire transfer.
- Consultant's final report (if applicable) detailing work completed and outcomes

## 10. 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](#).

### 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 Development Program funding to the business and related accomplishments, at a mutually agreeable time; and
- The release of project information (company name, sector, region, and total Export Development Program funding amount approved) to the media and general public.

### **c) Contact Information**

For more information, visit [www.novascotiabusiness.com/edp](http://www.novascotiabusiness.com/edp), or contact the [Regional Business Development Advisor](#) in your region.