

1. What is the Export Growth Program?

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.

The Export Growth Program provides financial incentives supporting travel to markets associated with visiting a client, potential partner, or investor within Canada prior to March 31, 2021; inviting a foreign client and/or potential partner to visit the Nova Scotia operation; and mitigating in-person or virtual trade show/conference costs by funding floor space, registration/conference fees, travel and accommodation costs.

2. How does the Export Growth Program support Nova Scotia companies looking to export?

The Export Growth Program provides funding up to a maximum amount of **\$15,000 CAD** per government fiscal year (April 1 – March 31) to businesses looking to travel or attend trade shows/conferences (in-person or virtually) to increase their export sales outside of Nova Scotia.

Businesses that have achieved revenue growth of at least 15% over the business' prior complete fiscal year are eligible for 50% of eligible project costs to a maximum of **\$25,000 CAD** per fiscal year.

If a business is applying for additional funding, minimum revenue growth must be validated by providing NSBI with any one of the following:

- i. Review engagement financial statements for its previous complete fiscal year;
- ii. Copies of the GST 34 return showing revenue on line 101 for its previous complete fiscal year and the complete fiscal year prior; or
- iii. Copies of the General Index of Financial Information form showing revenue on line 8299 for its previous complete fiscal year and complete fiscal year prior.

3. How has the Export Growth Program changed due to COVID 19 travel restrictions?

- It now also mitigates virtual trade show/conference costs by funding participation fees, conference fees and virtual booth space, and covers fees for translators or interpreters related to the project and/or fees for translating marketing materials for a virtual trade show/mission up to \$300 CAD.
- It supports travel to market associated with visiting a client, potential partner, or investor within Canada prior to March 31, 2021.
- Inviting a client and/or potential partner from outside Nova Scotia to visit the operation within the province of Nova Scotia (**subject to provincial and federal restrictions**).

4. What is the application submission deadline?

Applications for the Export Growth Program are accepted anytime between July 17, 2020 and January 15, 2021.

5. When I can submit my application?

Applications for the Export Growth Program are accepted anytime between July 17, 2020 and January 15, 2021.

6. What is the maximum funding allowance my company is eligible to apply for within the fiscal year?

The maximum funding allowance for each company within a fiscal year is \$15,000 CAD.

Businesses that have achieved revenue growth of at least 15% over the business' prior complete fiscal year are eligible for 50% of eligible project costs to a maximum of \$25,000 CAD per fiscal year.

If a business is applying for additional funding, minimum revenue growth must be validated by providing NSBI with any one of the following:

- i. review engagement financial statements for its previous complete fiscal year;
- ii. copies of the GST 34 return showing revenue on line 101 for its previous complete fiscal year and the complete fiscal year prior; or
- iii. copies of the General Index of Financial Information form showing revenue on line 8299 for its previous complete fiscal year and complete fiscal year prior.

7. If I am receiving funding through other provincial government programs for this project, will this affect the maximum funding allowance?

Yes. The total amount of all Canadian government funding (federal, provincial/territorial, 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.

8. If I have three different projects for the upcoming year, do I need to submit three different applications?

No. The Export Growth Program Application Form can accommodate multiple projects that are aligned to your export plan. Please refer to Section II of the Export Growth Program Application Form and identify all activities and projects your business would like funded.

9. Can I travel before submitting an application for funding?

No. Applicants must submit their application for funding **prior** to the start date of the event/ activity to be eligible.

10. What does it mean to have a fully-developed exportable product, service, technology, or intellectual property?

To have a fully-developed exportable product, service, technology, or intellectual property it must be ready for entry into the market of interest. The product must be tried, tested, and ready for market.

11. Why is my export plan and experience relevant?

As funding is allocated through a competitive process, your export plan and experience will be considered, in conjunction with the other sections of the Application Form, to assess the overall export potential. For example, if you are applying for support to enter a new and challenging market, this would be important information to include on your Application Form. Experience is not a requirement – particularly for new exporters. If your business has never exported before, there are other factors in your application which may have a greater impact on your overall score. There should be evidence or research to support the project.

To be eligible, your business must also have fully-developed exportable product, service, technology, or intellectual property as demonstrated in an export plan that can be accepted into a target market.

12. If my project activities are not eligible under the Export Growth Program, what other options are available for Nova Scotia businesses?

For information about additional funding options, please refer to the [Business Resources and Funding](#) section of our website, or contact the [Regional Business Development Advisor](#) for your area.

13. Is the Export Growth Program limited to businesses in specific industry sectors?

The Export Growth Program is not sector-specific but there are exclusions listed in the guidelines including:

- Franchises
- Games of chance operations, bingo halls, small scale gaming operations
- Real estate developers
- Licenced 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 organizations

14. Is there a fee to participate in the Export Growth Program?

No. There is no fee to apply for the program.

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

Nova Scotia Business Inc. will do its best to get back to applicants within 10 business days.

16. What is the assessment process?

Applications are subject to a competitive process. Applications will be reviewed and assessed by the Export Growth Program assessment committee and are evaluated by set evaluation criteria.

Not all applications that meet the criteria may be approved. All applicants will be notified of the results of the assessment committee. Applications deemed not eligible can be adjusted and resubmitted anytime between July 17, 2020 and January 15, 2021 (subject to budget availability).

17. If my project meets the eligible criteria but is not selected through the competitive application process, am I eligible to reapply?

Yes. This is a competitive process and sometimes an eligible project will not be selected.

You will be contacted by Nova Scotia Business Inc. to explain why your application was not approved. You will have the opportunity to alter your Application Form and resubmit it anytime between July 17, 2020 and January 15, 2021 (subject to budget availability).

18. What happens if my application is approved, but plans for eligible activities change?

If plans for approved eligible activities change after the incentive agreement has been signed, please contact the Program Administrator at egp@nsbi.ca.

If the company wishes to change the travel location for a Project, you must notify NSBI in writing requesting a change in travel location using the Travel Location Change Request Form prior to the start date of travel. The travel location can only be changed upon written approval of NSBI.

If the dates for an approved Project change but the location remains the same, you must notify NSBI in writing before the approved dates of travel on the Agreement, Schedule "A". Failure to make this request before the approved travel dates will result in the funding for this Project being withdrawn. Please refer to the Guidelines and Agreement.

19. How do I submit my Application Form?

Submit your completed application form online or via email to: egp@nsbi.ca

20. How is the incentive paid to me?

The incentive is only payable against eligible project costs as outlined in the incentive agreement. Applicants are required to pay all invoices prior to receiving the incentive. Reimbursement will occur upon receipt of activity claim forms, copies of detailed invoices/receipts and proof of payment.

A claim form will be provided with the incentive agreement.

21. What is the Per Diem for and how do I claim it?

The per diem includes **all accommodation and ground transportation expenses** and details are to be entered into the online form, along with other eligible project expenses. For the per diem rate to be an eligible expense, you must provide **proof of travel** in the form of **airline boarding passes** or **hotel invoices** to validate the per diem calculation. The eligible rate of \$200 per night (\$400 x 50%) is calculated by the number of nights of your stay to a maximum of (7) nights. All accommodation and ground transportation invoices and proof of payment should be kept for (5) years, as the information may be required in the event of an audit.

22. What happened to the former trade programs (Export Prospector Program, Go-Ahead Program, Global Business Accelerator Program, Service Export Program, and Exportability)?

A review of the trade programs determined that consolidating all export development funding into one program would make it easier for businesses to navigate programming and enable businesses to achieve their long-term goals outlined in their export plans.

This program streamlining is about removing red-tape and improving the way we support small and medium-sized Nova Scotia businesses.

23. How do I calculate revenue for the prior fiscal years?

Revenue should be the figure from your financial statements or tax return (line 101 from GST 34 or line 8299 from the General Index of Financial Information).

24. What information will be publicly released if you are approved for funding?

The following information will be publicly released if you are approved for funding:

- Business name
- Sector that your business works in
- Region within Nova Scotia where your business is based
- Amount of funding approved

25. How are Full Time Equivalentents (FTE's) calculated?

An FTE is the equivalent of one person working full time. Full time is considered to be 2,000 payroll hours for the year. To calculate the number of FTE's for your organization, calculate the total payroll hours worked per fiscal year by all employees, then divide by 2,000.

Note: FTE's is not a calculation of the total number of employees. Each employee should only be counted once.

Examples:

1 staff working full time (2,000 hours) = 1 FTE

2 staff each working 4 hours per day, 5 days per week = 1 FTE

Total payroll hours for all staff of 13,200 hours = 6.6 FTE (13,200 / 2,000)

26. What is the maximum funding amount for translation of marketing materials for virtual trade missions/shows?

The maximum funding amount for translation of marketing materials for virtual trade missions/shows is \$300.00 CAD.

For additional information, please refer to the Export Growth Program Guidelines at www.novascotiabusiness.com/egp or contact the Program Administrator via email egp@nsbi.ca or by phone 902.424.4211.