

# Nova Scotia Business Inc.

Sheri Dosunmu, Trade Development Executive



Nova Scotia Business Inc. is the **first point of contact** for business in Nova Scotia.

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



# What we do?

We sell the world on doing business in Nova Scotia.

We sell Nova Scotia businesses to the world.



# Nova Scotia Business Inc.

Nova Scotia Business Inc. is Nova Scotia's private sector-led business development agency.

In order to strengthen and grow the Nova Scotia economy, our primary efforts are focused in two key areas:

1. **Supporting Nova Scotia's businesses** to grow and succeed in the global economy through business advisory services, skill development and training, financing, and support to access global markets and;
2. **Attracting global investment** to Nova Scotia to create new jobs

# Trade Development

- Support for Nova Scotia businesses
  - Identifying markets of interest
  - Export readiness
    - Information sessions like Doing Business In, Going Global, FITT skills, etc.
- Trade Missions
- Trade Programs
- Trade Market Intelligence
- Trade Development News

# Trade Development

We have Trade Development Executives, with sector and market expertise, dedicated to helping Nova Scotia companies enter and continue to pursue growth in markets around the world.

# Trade Development

We work with other government partners to deliver our programs:

- DFATD
- ACOA
- EDC
- Department of Business
- Energy
- Environment
- Labour and Advanced Education
- Other Provincial and Federal Departments

# Trade Missions

- Ranging from P.E.I to Shanghai, our trade mission destinations are based on target markets aligned with clients opportunities
- We take companies into a market and provide them with an itinerary including qualified business meetings and networking opportunities.
- Sample most recent Trade Missions:
  - China
  - Europe
  - USA
  - Caribbean



# Trade Market Intelligence

If you are looking for customized research on business opportunities in specific sectors and markets, you may be eligible for Trade Market Intelligence (TMI) service.

TMI helps Nova Scotia companies access trade intelligence to help identify opportunities specific to their products, services, and markets of interest.

What type of research is included?

Secondary research done by our own Corporate Strategy Intelligence team within Nova Scotia Business Inc.



# Trade Development News

Leading source for export-related activities in Nova Scotia.

We encourage you to sign up for our e-newsletter, Trade Development News, to stay informed about program updates and upcoming activities, such as trade missions, workshops, and other export and trade related events.

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



# Regional Business Development

We have a team of **Regional Business Development Advisors**, located from one end of the province to the other, to help businesses navigate options and find solutions for their business needs.



Thank you. Questions?