



Accelerating Nova Scotia's global business

If your business would like to expand its reach into new national and international markets, the Province of Nova Scotia has introduced a new program to help with these costs.

The Global Business Accelerator Program (GBAP) provides financial assistance to Nova Scotia companies who want to work with a business accelerator with the skills, experience, and knowledge to support your company's expansion into new markets. The program provides your business the support it needs to work with an industry expert here in Nova Scotia or abroad.

GBAP can help your business compete and expand into new international markets and markets outside of the Maritimes by providing up to 80% of eligible projects costs, to a maximum of \$35,000 per government fiscal year. The funding helps pay for accelerator fees, travel, and accommodations costs. Visit novascotia.ca/econ/GBAP to find out when applications are being accepted under the program.

Eligible consulting activities

The Global Business Accelerator Program (GBAP) can connect your business to a Business Accelerator whose advice and specialized expertise can help you develop and implement an international growth plan.

The program covers a variety of consulting activities including, but not limited to, research, analysis, or business planning related to:

- Achieving market-related regulations, certifications, or environmental standards for company product or services.
- Growing in international markets, including product or service development and adaptation, competition, market segmentation, or pricing analyses.
- Identification of financial methods and tools to conduct international business transactions successfully, such as foreign exchange as well as country and commercial risk.
- Improving a company's capacity to participate in global supply chains.
- "New market" analysis and development of market entry strategies.
- Research and analysis of technologies and information systems that builds company capacity to operate internationally or participate in global supply chains.

Criteria for accelerating your business – The plan

All proposed projects must include a project description that clearly outlines a strategic business challenge and a plan to increase your company's global competitiveness. It must contain a project time line and budget, including the resources required and the desired results.

The project plan must explain what knowledge, skills, or competences the business accelerator will transfer to your company and show how this knowledge will improve your company's global competitiveness. The plan also must demonstrate how the project will contribute to Nova Scotia's economic growth.

Measuring success

With access to GBAP, your successful project will lead to one or more of the following outcomes:

- Increase in sales and exports internationally.
- A more sustainable supply chain.
- Entrance into new international markets.
- Access to new international suppliers.
- Pursuit of new international partners or joint venture opportunities.
- Attraction of international investment in the company.
- Knowledge of the requirements needed to enter a specific international market or a market outside of the Maritimes.
- Increase in innovative activity related to international growth.
- Creation of high value jobs in Nova Scotia.

All projects that can benefit the Nova Scotia economy are welcomed and will be considered on a competitive basis.

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