

GUIDELINES

Trade Market Intelligence Service



1. Service Overview

With a research team of sector specialists and access to leading proprietary databases, Invest Nova Scotia's **Trade Marketing Intelligence (TMI)** service helps Nova Scotia companies access critical market and trade intelligence to help identify export opportunities, including supply chain alternatives, specific to their products, services, and markets of interest.

There is no fee to receive this service.

2. Eligibility

To be eligible for the TMI service, a business must meet the following criteria:

- a revenue-generating business based in Nova Scotia
- have a fully developed, exportable product and/or service that can be sold outside Nova Scotia
- less than 75 full-time employees
- export ready or looking to diversify exports within the next 6 months.
- senior management commitment
- project questions should be relevant to decision-making for upcoming market entry plans.

3. Acceptance criteria

An application is not a guarantee of service, however best endeavours will be made to work with clients to refine scope where relevant to fit within the service parameters. The acceptance of an application is based on the following:

- Referred to service by Invest Nova Scotia employee
- Project questions are within scope of service (outlined in section 4)
- Information resource availability
- Suitability for service capacity (time, internal resources)

4. Scope

The TMI service can support the following types of research:

- Market characteristics such as demand, size, value and trends
- Industry overviews and statistics
- Supply chain considerations
- Basic trade regulations, including import and export requirements
- Tradeshows, events and other promotional mediums.

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The following table provides an overview of what is in/out of scope for a TMI project.

	In Scope	Out of Scope
Research Type	<ul style="list-style-type: none"> • Secondary research 	<ul style="list-style-type: none"> • Primary research
Market Characteristics	<ul style="list-style-type: none"> • Limited number of geographic markets (3-5) or very high-level global/regional overviews (feasible geographic scale depends on depth of requested research and information availability) i.e. Germany, France, Spain vs Europe; or Northeastern States vs USA • Demographic information of geographic areas, as available through public census data 	<ul style="list-style-type: none"> • Multiple geographic markets, in-depth global/regional overviews • Sales prospect lists • Price lists/models including transportation/logistics pricing • Information on companies located in Nova Scotia
Industry Overviews	<ul style="list-style-type: none"> • Publicly available info on companies in other provinces/countries • Unverified company lists generated based on NAICs code/geographic region • Competitor/supplier scans, based on industry codes or other searchable factors such as keywords • Basic competitor/supplier analysis on a limited number of competitors • Information on industries covered by our database subscriptions 	<ul style="list-style-type: none"> • Private company data (revenues, finances, sales strategies, internal processes, purchasing habits, procurement) • Verified/checked company lists, non-NAICS/specific lists • Competitor/supplier scans based on unsearchable factors such as operational approach • Comprehensive competitor/supplier analysis covering wide geographies / for a large number of companies • Information on industries not covered by our database subscriptions
Trade Regulations	<ul style="list-style-type: none"> • Basic regulatory scans, highlighting officially published resources/guidance & identification of relevant government bodies • Basic public procurement record searches for limited geographic areas 	<ul style="list-style-type: none"> • Legal advice • Detailed/extensive public procurement record searches • Verified/checked importer/distributor information
Supporting Information	<ul style="list-style-type: none"> • List of related tradeshows, events or local associations 	<ul style="list-style-type: none"> • Detailed/extensive news scans

5. Process

The TMI service is a referral only process, please reach out to your Invest Nova Scotia [Regional Business Development Advisor \(RBDA\)](#) or Export Development Executive (EDE) to discuss your suitability for this service and receive an online application link.

Companies whose applications meet the TMI eligibility and acceptance criteria will be contacted within two weeks of submitting the online application to set up a scope call. The objective of the scope call is to meet with the research team to discuss and refine the research request.

The complete process can take up to 2 months from applying to receiving the final output (a report). Key touch points for a client are submitting the online application and a 30-minute scope call to meet with our research team.

6. Other Pertinent Information

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