

LOOKING TO REACH NEW MARKETS? THAT'S WHY WE'RE HERE.

**PROGRAMS AND SERVICES
FOR NOVA SCOTIA BUSINESSES**



LOOKING TO REACH NEW MARKETS ACROSS CANADA AND THE WORLD?

As the trade landscape evolves, Nova Scotia exporters are facing new challenges.

At Invest Nova Scotia, we are committed to providing the support and information needed to navigate these uncertainties. We have programs and services to help exporters reach new markets outside the province.

Not sure where to start? We have a dedicated team to help you navigate the options. Here's a snapshot of the business advantages, programs and services, incentives, online tools, and workshops available.





REACH NEW MARKETS

With extensive industry and market expertise, we are here to help Nova Scotia companies discover new markets across Canada and the world.

investnovascotia.ca

EXPORT DEVELOPMENT PROGRAM (EDP)

Looking to increase your sales outside of Nova Scotia? EDP helps companies travel to tradeshow and conferences, and supports businesses to connect with partners and investors and hire consultants to overcome export challenges and improve competitiveness.

INNOVATION REBATE PROGRAM (IRP)

Could your company use financial incentives to increase competitiveness? The IRP supports companies as they innovate, drive productivity, increase production capacity, and adopt cleaner and more sustainable approaches to growth.

PRODUCTIVITY AND INNOVATION VOUCHER PROGRAM (PIVP)

Looking for assistance to make your business more productive and innovative? PIVP helps businesses seek out expertise within post-secondary institutions to improve productivity, develop a new product, service, or process, and create growth.

MARKET ENTRY DEVELOPMENT PROGRAM (MEDP)

MEDP helps Atlantic Canadian exporting companies expand their presence and grow sales in new industry sectors and countries. MEDP assesses opportunities and develops company-specific approaches based on the expertise and connections of in-market trade consultants.

SCALE-UP HUB

Looking to build an international presence and grow your export sales capacity in new markets? Scale-up Hub offers guided entry into marketplaces and the dedicated services of an in-market business development professional.

SUPPLIER DIVERSITY CERTIFICATION PROGRAM (SDCP)

SDCP empowers diverse-owned businesses to grow by covering 100% of certification fees (up to \$1,000, excluding tax) and connecting them to major buyers in Canada and globally. With recognized certification, companies can boost credibility, access new supply chains, and unlock expanded market opportunities.

EXPORT SUCCESSFULLY TO THE AEROSPACE & DEFENCE SECTOR PROGRAM

This new pilot program helps Atlantic Canadian companies build the strategy, knowledge, and industry connections needed to enter or expand into global aerospace and defence markets. Delivered virtually by industry experts, the four-month program combines customized coaching, practical training, and a tailored export roadmap to help businesses pursue international growth with confidence.





TRADE MISSIONS

Ready to explore new markets? Join us for one of the many trade missions we organize and participate in virtually and around the globe. Find new buyers, customers, and partners, or attract investment and capital.

TRADE ACCELERATOR PROGRAM (TAP)

Ready to learn how to scale-up your business? This four-day program held over six weeks teaches companies how to scale-up through access to a range of resources, tools, and training. Companies establish contacts and access expertise from industry experts in a range of fields.

UK MARKET BRIDGE PROGRAM

Expanding into the UK market but not sure where to start? This virtual export readiness program provides expert guidance, practical tools, and tailored support to turn expansion plans into action in one of Canada's top global trade markets.

TRADE MARKET INTELLIGENCE SERVICE (TMI)

Could your business use customized research on business opportunities in specific sectors and markets? With a research team of sector specialists who have access to leading proprietary databases, TMI helps companies access intelligence to help identify opportunities specific to their products, services, and markets of interest.

MARKET EXPLORATION PROGRAM MEXICO

Is your digital health company ready to tap into one of the world's fastest-growing health-care markets? Through this program, Atlantic Canadian digital health companies can unlock growth in Mexico's fast-evolving healthcare market. The program offers expert mentorship, actionable insights, and direct connections to local partners to accelerate market entry and success.

THE LAUNCH EXPORT ATLANTIC INCUBATOR

Looking for practical information and training on how to grow through export? With export information sessions, one-on-one coaching, and an educational trade mission, this virtual program supports your business as you expand your sales outside of Nova Scotia.

ONLINE TOOLS, TRAINING, AND WORKSHOPS

No matter where you are in your business journey, our workshops and courses give you the skills and expertise to help your business succeed.

FUNDING SEARCH TOOL

Not sure what programs and services are out there? We have an online tool for that. The Funding Search Tool helps find both federal and provincial support programs and services through an online database.



REACH NEW MARKETS ACROSS CANADA AND THE WORLD

At Invest Nova Scotia, we have programs and services to help exporters reach new markets. We also have a team working across the province ready to help.

Get in touch today: investnovascotia.ca/newmarkets

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