



Investing in People

Women, Youth and Business Skills

The Atlantic Canada Opportunities Agency (ACOA) is continuing to foster entrepreneurship and business expansion as well as broaden its focus on building, attracting and retaining skills in the region through the Atlantic Investment Partnership – *The Second Wave*, a new five-year \$708-million initiative to support economic development throughout Atlantic Canada.

The strategy's Investing in People component will see a total injection of \$50 million over five years in four primary areas:

- Women in Business Initiative
- Young Entrepreneur Development Initiative
- Productivity and Business Skills Initiative
- Atlantic Population Strategy

Women in Business Initiative

The Women in Business Initiative will improve the growth and competitiveness of women-owned businesses and increase their representation in Atlantic Canada's emerging growth sectors.

Young Entrepreneur Development

The Young Entrepreneur Development Initiative will help raise awareness of entrepreneurship among young Atlantic Canadians and will expose them to the process of starting up a business. It will also help young people who are already in business to improve their capacity to succeed and grow.

Productivity and Business Skills Initiative

The Productivity and Business Skills Initiative will combine and enhance programs that stimulate small and medium-sized businesses to invest in skills development in such areas as:

- technical skills (includes R&D, production and quality assurance),
- commercialization skills (includes trade, marketing and distribution); and

- management skills (includes project management, environmental management, human resource management and financial management skills).

Atlantic Population Strategy

In partnership with other stakeholders and federal departments, ACOA will develop an Atlantic Population Strategy to address the challenges of immigration and the attraction and retention of skilled Atlantic Canadians.

For more information on these and other ACOA programs, contact the ACOA office nearest you:

New Brunswick: 1-800-561-4030

Prince Edward Island: 1-800-871-2596

Newfoundland and Labrador: 1-800-668-1010

Nova Scotia: 1-800-565-1228

Enterprise Cape Breton Corporation: 1-800-705-3926

ACOA Head Office: 1-800-561-7862

ACOA web site: www.acoa.gc.ca

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