



## Business Counselling and Community Outreach Program

Whether you're launching a business in the heart of the city or expanding operations somewhere off a country road, your ability to access the right business information, training and counselling – when you need it and where you need it – can be a critical factor to your success.

Wherever you're located in Atlantic Canada, the Women in Business Initiative (WBI) Business Counselling and Community Outreach Program works to connect you with the programs and services you need to make it in the world of business.

### How it works

On Cape Breton Island, the WBI Business Counselling and Community Outreach Program is delivered by Enterprise Cape Breton Corporation (ECBC) on behalf of the Atlantic Canada Opportunities Agency (ACOA).

Through the Program, a Regional Business Facilitator located on the Island will provide you with business counselling and the most current information on the programs and services available to women entrepreneurs in Nova Scotia.

Offering you individual attention, the Regional Business Facilitator will help you through the steps of starting or growing a business, and work to connect you to the people, information and programs you need for business success.

### Services include:

- One-on-one support to guide you through business planning and successful implementation.
- One access point to accurate and timely business information.
- Networking opportunities to help you meet other members of the business community, particularly women like yourself who have taken the challenges of running a business.

### ECBC

Enterprise Cape Breton Corporation (ECBC) is a federal Crown corporation which has been legislated to promote and assist the financing and development of industry on Cape Breton Island and the Mulgrave Area.

### Mandate

The objectives of the Corporation is to promote and assist, either alone or in conjunction with any person or the Government of Canada or of Nova Scotia or any agency of either of those governments, the financing and development of industry on Cape Breton Island\* to provide employment outside the coal producing industry and to broaden the base of the economy of Cape Breton Island.

*\* This definition of Cape Breton includes the area of Mulgrave*

**Interested in learning more?** Talk to:

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