



What is eXPORT?

You have big plans for your business. New markets. New customers. New opportunities. You can extend your reach. You can go global. With the right mix of export marketing and e-business planning, you can discover a world without borders.

eXPORT can take you there.

eXPORT (pronounced "ee-export") is a new initiative from ACOA that can be your point of access to a wealth of export marketing and e-business experience. It is a low-cost, high-value program that lets you tap into a wellspring of ideas, strategic thinking, and cutting-edge tactics.

As an eXPORT participant, you will choose from a diverse roster of expert mentoring teams designed to provide viable strategic planning advice. The team you select will customize their services to your business, your goals, and your vision. You will benefit from hours of valuable one-on-one consulting.

eXPORT: High Impact, High Value

eXPORT brings you excellent consulting value. You receive up to 40 hours of one-on-one advice in export marketing and e-business planning over a period of five months. You decide when and where to work with your mentoring team. You will develop action plans tailored to the unique needs of your business. eXPORT gives you a completely customized consulting experience.

- » Have your export and e-business plans assessed by your choice of experienced professionals
- » Get expert advice in refining your export and e-business strategies and plans
- » Infuse your marketing strategies with new ideas
- » Learn proven tactics for reaching global clients with maximum efficiency
- » Employ cutting-edge methods of leveraging e-business to exporting success

The eXPORT Roster

The eXPORT roster comprises effective and experienced consulting teams in the fields of export marketing and e-business. ACOA has carefully selected each mentoring team from the private sector for its skill, creativity, and proven track record.

Each eXPORT mentoring team is unique, representing a different mix of abilities and styles. eXPORT lets you choose the team that is right for your organization, so that the services it provides are aligned to your needs, your challenges, and your vision.

How do I get eXPORT?

To participate in eXPORT, complete and return an application form and attach the required documents. The application form can be downloaded from the ACOA website.

Once you are confirmed as a participant, you will receive an orientation package, choose your eXPORT mentoring team, and sign an agreement with the mentoring team and ACOA. Detailed information on each team will be provided to help you make an informed decision. You may also arrange interviews with potential teams before engaging them formally.

There are two mentoring streams: export marketing and e-business. You will collaborate with your mentoring team to blend the two streams to best serve your goals, and, over a five month period, to map out an action plan.

For more information about eXPORT, contact ACOA at 1.800.565.1228 or info.export@acoa-apeca.gc.ca or visit www.acoa-apeca.gc.ca/export-mentoring/



eXPORT:
Discover a world
without borders.

Vital Stats

Who can apply?

eXPORT is open to Nova Scotia businesses with in-house export plans and activities and with a strong interest in developing or refining e-business practices to support these activities. Companies must have been in business for at least two years, and be in a non-retail or primary industry. They must also be willing to commit a minimum of one hour of senior management time for every hour of consulting provided.

What are the costs?

Each enrolled company will pay a \$500 fee to its chosen mentoring team. ACOA will cover the balance of expenses for 40 hours of consulting over a maximum five month period.

There are so many things to consider when developing a strategic plan - the eXPORT program helped us to define our goals and find ways to achieve them.

- Wearwell Garment Company (eXPORT client)

eXP^{ORT}

e-business and export mentoring program

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www.acoa-apeca.gc.ca/export-mentoring/



» New markets

» New customers

» New opportunities