



## 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

In Nova Scotia, the WBI Business Counselling and Community Outreach Program is delivered by the Centre for Women in Business at Mount Saint Vincent University on behalf of the Atlantic Canada Opportunities Agency (ACOA).

Through the Program, Regional Business Facilitators, located across mainland Nova Scotia, 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 Facilitators 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 on the challenges of running a business.

### Centre for Women in Business

The Centre for Women in Business (CWB) at Mount Saint Vincent University is a not-for-profit university business development centre, dedicated to helping entrepreneurial women address opportunities and challenges facing them as they establish, operate and expand their own businesses. The Centre offers entrepreneurial training programs, networking opportunities, a business advisory service, a membership program and a business resource library with Internet access.

*Interested in learning more?* Talk to:

*In Halifax:*  
Centre for Women in Business  
(902) 457-6449  
wbi@msvu.ca

*Across mainland Nova Scotia:*  
WBI Regional Business Facilitators  
Annapolis Valley: (902) 790-2766  
Eastern Shore: (902) 223-3715  
Northeastern: (902) 759-0313  
South Shore: (902) 521-0657  
Southwestern: (902) 740-5335

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