



Business Development

Driven by your success

Nova Scotia Business Inc. (NSBI) works to attract leading-edge, sustainable business investments to the province.

On the frontline, we employ a team of highly skilled business development professionals whose sole responsibility is to interact with growth-oriented companies.

The Business Development team works to increase the visibility and recognition of Nova Scotia as an investment destination at home and abroad. The team also provides growth incentives to new and existing businesses.

Targeted at specific sectors consistent with Nova Scotia's competitive

advantages and identified as growth opportunities in the province's economic strategy, the Business Development team focuses on information and communications technology, defence and aerospace, energy, advanced manufacturing and life sciences.

NSBI is known for attracting high quality investors to the province, while helping existing Nova Scotia companies grow and expand. It boasts a strong, diversified and growing list of clients including Research in Motion (RIM), CGI, L3 Communications, Convergys, Consolidated Fastrate, Keane, ADP and West End Capital.

Fast Facts

- » In the first five years of our mandate, NSBI's Business Development team worked with companies to create and maintain close to 17,000 new jobs, with an estimated annual payroll impact of over \$500 million dollars to the province.
- » Business Development executives are hired on the strength of their private sector experience in our target industries.
- » The Business Development team also includes a Client Relationship Manager whose core purpose is to work with existing clients to remove any barriers to growth in the province.
- » To supplement the efforts of the Business Development team, NSBI also works with in-market consultants covering the west and east coasts of the United States.



Nova Scotia Business Inc. is the province's business development agency, an organization that works with companies to provide business solutions. The private sector-led agency works to attract new businesses to the province, and helps those already in Nova Scotia expand through services such as export development and financing.

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Nova Scotia Business Inc.

Opportunity. Growth. Prosperity.