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### 1. What is the Export Growth Program?

The Export Growth Program supports businesses looking to increase their export sales outside of Nova Scotia. The program provides financial incentives for projects that assist a business' ability to overcome barriers to export growth.

The Export Growth Program provides financial incentives supporting travel to market associated with visiting a client, potential partner, or investor in another market; inviting a foreign client and/or potential partner to visit the Nova Scotia operation; and mitigating trade show/conference costs by funding floor space, conference fees, travel and accommodation costs.

### 2. How does the Export Growth program support Nova Scotia companies looking to export?

The Export Growth Program contributes up to 50% of eligible costs to a maximum of \$15,000 CAD for a business to:

- Travel to a market outside of Nova Scotia to attend a trade show, conference or to visit clients, potential partners or investors;
- Have foreign clients, potential partners or investors visit the business' Nova Scotia facilities for the first time.

**A business with revenue growth of at least 15% in its previous complete fiscal year will be eligible for up to 50% of eligible costs to a maximum of \$25,000 CAD.** The business must validate that minimum revenue growth by providing NSBI with any one of the following:

- i. review engagement financial statements for its previous complete fiscal year;
- ii. copies of the GST 34 return showing revenue on line 101 for its previous complete fiscal year and the complete fiscal year prior; or
- iii. copies of the General Index of Financial Information form showing revenue on line 8299 for its previous complete fiscal year and complete fiscal year prior.

### 3. What is considered an eligible cost?

Eligible costs (excluding PST/GST/HST/QST) include:

- Floor space cost for a non-retail trade show;
- Conference registration fees (up to two representatives of the business);
- Return economy travel or equivalent transportation (up to two representatives of the business);
- Standard-class accommodations (up to two representatives of the business);
- In-market ground transportation or standard car rental (up to two representatives of the business);
- Fees for translators or interpreters related to the project.

Any costs not listed under the eligible costs above are deemed ineligible.

#### **4. What is the application submission deadline?**

The application submission deadline for the Export Growth Program is February 1, 2019.

#### **5. Is there a limit to how many applications my business can submit?**

Businesses can submit up to three applications for the Export Growth Program anytime between March 16, 2018 and February 1, 2019.

Applications will ONLY be considered for travel between April 1, 2018 and March 31, 2019.

#### **6. Is there a maximum funding allowance my company is eligible to apply for within the fiscal year?**

The maximum funding allowance for each company within a fiscal year is \$15,000 CAD.

**A business with revenue growth of at least 15% in its previous complete fiscal year will be eligible for up to 50% of eligible costs to a maximum of \$25,000 CAD.** The business must validate that minimum revenue growth by providing NSBI with any one of the following:

- i. review engagement financial statements for its previous complete fiscal year;
- ii. copies of the GST 34 return showing revenue on line 101 for its previous complete fiscal year and the complete fiscal year prior; or
- iii. copies of the General Index of Financial Information form showing revenue on line 8299 for its previous complete fiscal year and complete fiscal year prior.

#### **7. If I am receiving funding through other Canadian government programs for this project, will this affect the maximum funding allowance?**

Yes. The total amount of all Canadian government funding (federal, provincial/territorial, or municipal) is set at 50% of the total eligible project cost in any single provincial government fiscal year (April 1 to March 31). The business must pay 50% of the total eligible project cost.

#### **8. If I have three different projects for the upcoming year, do I need to submit three different applications?**

No. The Export Growth Program Application Form can accommodate multiple projects that are aligned to your export plan. Please refer to Section III of the Export Growth Program Application Form and identify all activities and projects your business would like funded.

#### **9. Can I travel before submitting an application for funding?**

No. Applicants must submit their application for funding **prior** to the start date of the event/activity to be eligible.

## **10. What does it mean to have a fully-developed exportable product, service, technology, or intellectual property?**

To have a fully-developed exportable product, service, technology, or intellectual property it must be ready for entry into the market of interest. The product must be tried, tested, and ready for market.

## **11. Why is my export plan and experience relevant?**

As funding is allocated through a competitive process, your export plan and experience will be considered, in conjunction with the other sections of the Application Form, to assess the overall export potential. For example, if you are applying for support to enter a challenging market, this would be important information to include on your Application Form. Experience is not a requirement – particularly for new exporters. If your business has never exported before, there are other factors in your application which may have a greater impact on your overall score. There should be evidence or research to support the project.

To be eligible, your business must also have fully-developed exportable product, service, technology, or intellectual property as demonstrated in an export plan that can be accepted into a target market.

## **12. If my project activities are not eligible under the Export Growth Program, what other options are available for Nova Scotia businesses?**

For information about additional funding options, please refer to the [Business Resources and Funding](#) section of our website, or contact the [Regional Business Development Advisor](#) for your area.

## **13. Is the Export Growth Program limited to businesses in specific industry sectors?**

The Export Growth Program is not sector-specific but there are exclusions listed in the guidelines including:

- Franchises
- Games of chance operations, bingo halls, small scale gaming operations
- Real estate developers
- Licenced liquor establishments whose primary business is alcohol sales (except production breweries, brew pubs, wineries, and distilleries)
- Distributors, agents, or associations
- Creative industries companies including Music, Written and Published Work, Performing Arts (touring), Visual and Applied Arts (Contemporary Art, Production Craft, Photography, and Fashion Design).<sup>1</sup>
- Publicly funded organizations

## **14. Is there a fee to participate in the Export Growth Program?**

No. There is no fee to apply for the program.

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<sup>1</sup> If your business is in the Creative Industries, please refer to the [Creative Industries Fund](#).

## **15. How long does it take to process an application?**

Nova Scotia Business Inc. will do its best to get back to applicants in a timely manner.

## **16. What is the assessment process?**

Applications are subject to a competitive process. Applications will be reviewed and assessed by the Export Growth Program assessment committee and are evaluated by set evaluation criteria.

## **17. If my project meets the eligible criteria but is not selected through the competitive application process, am I eligible to reapply?**

Yes. This is a competitive process and sometimes an eligible project will not be selected.

You will be contacted by Nova Scotia Business Inc. to explain why your application was not approved. You will have the opportunity to alter your Application Form and resubmit it anytime between March 16, 2018 and February 1, 2019.

## **18. What happens if my application is approved, but plans for eligible activities change?**

If plans for approved eligible activities change after the incentive agreement has been signed, please contact the Program Administrator at [egp@nsbi.ca](mailto:egp@nsbi.ca).

Minor changes, such as new travel dates, can typically be easily accommodated. However, changes to the scope of the activities must be resubmitted to the assessment committee for approval on a case by case basis.

## **19. How do I submit my Application Form?**

Submit your completed Application Form via email to: [egp@nsbi.ca](mailto:egp@nsbi.ca)

## **20. How is the incentive paid to me?**

The incentive is only payable against eligible project costs as outlined in the incentive agreement. Applicants are required to pay all invoices prior to receiving the incentive. Reimbursement will occur upon receipt of activity claim forms and copies of paid invoices/receipts or other forms of payment confirmation.

A claim form will be provided with the incentive agreement.

## **21. What information will be publicly released if my business is approved for funding?**

The following information will be publicly released if you are approved for funding:

- Business name
- Sector that your business works in
- Region within Nova Scotia where your business is based
- Amount of funding approved

**For additional information, please refer to the Export Growth Program Guidelines at [www.novascotiabusiness.com/egp](http://www.novascotiabusiness.com/egp) or contact the Program Administrator via email [egp@nsbi.ca](mailto:egp@nsbi.ca) or by phone 902.424.5054.**