



## **Opening Doors to Energy Export Opportunities**

**The Nova Scotia Department of Energy supports export development of local energy sector companies. We assist by conducting market research, participating in international industry events, leading delegations to markets of interest, and providing export development information. The department helps companies develop relationships with domestic and international energy sector stakeholders in the pursuit of business opportunities.**



## Market Research

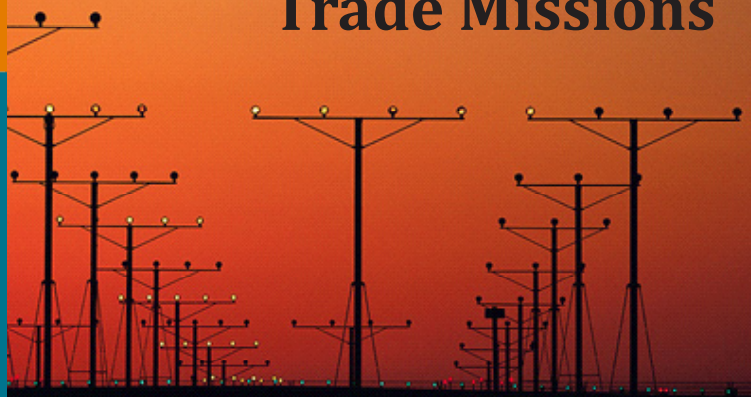
As part of the Department's mandate, we conduct preliminary research, investigate market potential and generate reports to assist in country analysis and decision making. Examples of factors explored comprise of industry stakeholders, current Canadian participation, and labour resource capacity. Resources include information from Export Development Canada, Canadian Embassies, Consulates, High Commissions and Trade Offices abroad. First round discussions with local governments and companies, and initial departmental visits also contribute to our review.

### **Regions of Current Interest:**

- Arabian Gulf
- Asia - Pacific
- Atlantic Canada
- Caribbean
- Gulf of Mexico
- Latin America
- North Sea
- Western Canada



## Trade Missions



While representing the capabilities of Nova Scotian companies, we evaluate the energy sector needs within target markets. When foreign demand matches Nova Scotia strengths and valid business prospects are present, a trade mission may result.

Trade missions provide the opportunity for Nova Scotia companies to travel and meet potential export partners by participating in program activities abroad. This can include joining a Nova Scotia tradeshow booth, attending conference sessions, partaking in matchmaking introductions, meetings at local embassies, and making company site visits. A mission often includes senior government representation to convey to local government and companies support of international relations.

Through these events we strive to maximize business prospects for Nova Scotia suppliers of goods and services. Participation lays the foundation to build lasting business relationships and opens doors to trade. Many profitable export relationships have been built through Program initiatives. The Department of Energy offers guidance in relation to financial assistance programs and market intelligence to assist in your endeavours.

# Energy Training Program for Students

When employers need to do more with fewer resources, eager, productive and innovative students and graduates can generate amazing results. The Energy Training Program for Students offers energy sector employers an opportunity to gain access to students and recent graduates from Nova Scotia universities and community college campuses.

The key component of the program is a wage subsidy. Small to medium-sized Nova Scotia companies involved in the energy sector may be eligible to receive a 50% wage incentive, to a maximum of \$7.50/hour, toward student salaries.

Students can bring a fresh approach to an old problem, come up with new, cost-effective ways of doing business, and investigate possible export opportunities. Consider hiring a summer student to take advantage of this program.



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