



International Women's Day 2015

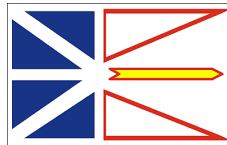
March 2015: With support from ACOA and NSBI, The Centre for Women in Business (CWB) at Mount Saint Vincent University hosted an International Conference in connection with International Women's Day in March 2015. A big focus of the event was B2B meetings with an incoming Caribbean Delegation and Nova Scotia companies with an interest in exporting to and/or partnering with Caribbean companies.



Kisserup was contracted to recruit international participants from the Caribbean, as well as to coordinate and facilitate matchmaking between the Caribbean Delegation and Nova Scotian companies. More than

forty five B2B meetings with Nova Scotia businesses were conducted with positive results. For more information on the CWB visit www.centreforwomeninbusiness.ca.

Export Opportunities for Newfoundland and Labrador



March 2015: Kisserup designed and facilitated a two-day workshop working with both product and service providers in Newfoundland and Labrador. The workshop covered a range of key topics from market research, market entry strategies, international marketing plans, to incoterms and export tools. Also included was one-on-one mentoring with each of the participating companies.

The project was developed with the Aerospace and Defense Industry Association of Newfoundland and Labrador, the Newfoundland and Labrador Environmental Industry Association, Canadian Manufacturers and Exporters of Newfoundland and Labrador, and in partnership with the Atlantic Canada Opportunities Agency and the Province of Newfoundland and Labrador. For more information, visit <http://neia.org/>.



Forum for International Trade Training courses in Greenland

January 2015: Kisserup, together with Greenland Petroleum Services, delivered a Going Global Workshop called Cultural Differences in International Trade in Tasiilaq, Greenland. The course was part of a project funded by The Government of Greenland's Departementet of Erhverv, Arbejdsmarked, Handel og Udenrigsanliggender. For more information, visit www.suppliers.gl.

OUTSTANDING ENTREPRENEURS - GET TO KNOW

Nolan D'Eon: The Oysterman



Nolan D'Eon of Eel Lake Oyster Farm Limited began his life as an oyster farmer in 1996 just outside Yarmouth, Nova Scotia, Canada. Now, his Ruisseau oysters are some of the most sought after on the market winning the Taste of Nova Scotia Prestige Award for the 2012 Consumer Choice Product of the Year.

Nolan joined the Kisserup team in Ghent, Belgium for the *Western Europe Education Mission* in April 2015 where he participated in the two-day educational export program. For more information about Nolan and his company, visit <http://www.ruisseauoysters.com/>

Western Europe Education Mission

April 2015: Kisserup organized and coordinated an ACOA and NSBI *New Exporters Western-Europe Educational Mission* to Ghent, Belgium. During the mission, delegates participated in a two-day export educational program designed to assist them in gaining an understanding of how to do business in Western Europe.



Participants also attended an educational seminar where a full day of guest speakers spoke on a variety of topics related to exporting to and doing business in the region. Additionally, the mission delegates travelled to the Brussels Seafood Export Global Show for meetings with EU-based Canadian Trade

Commissioners and participated in educational industry tours within Ghent in order to better understand the local preferences in the market. Mission delegates gained valuable information praising the quality of the speakers and their expertise on the subject matter.



Kisserup Welcomes Lisa Kennedy to the team

March 2015: Kisserup is pleased to have Lisa Kennedy join the Kisserup team as part of a work term. Lisa is a passionate International Development and International Business graduate from Manchester, Jamaica. We are looking very much forward to be working with Lisa.

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