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Entrepreneurs lead the

Daily Business Buzz::

Halifax consultant to mentor female exporters

By Staff, Transcontinental Media
Nova Scotia Business Journal

Halifax- and Chester-based export consultant **Pernille Fischer-Boulter** has been named as a mentor for the **2006-2007 Atlantic Canada Women Exporters Initiative** organized by **Canadian Manufacturers & Exporters, Nova Scotia Division (CME)**, in conjunction with the **Atlantic Canada Opportunities Agency (ACOA)**. The **Danish-born Boulter** is president and founder of **Kisserup International Trade Roots**, a consulting business she founded in 1998.

Boulter, who has been in the export business for over 20 years and has participated in multiple projects in countries across the world, has gained vast experience in export markets. It will be Boulter's job to prepare some of the participants for a trade mission to **Boston** that will take place February 24 to 28, 2007. In that capacity, she will provide a variety of mentoring and consulting services through a three-step program that will help participants develop a business analysis framework before the trade mission, accompany them through their meetings while in Boston and provide them with trade mission aftercare upon their return. "I look forward to working with a group of driven and motivated businesswomen who are in the process of developing and growing their international markets," Boulter says. "It is great to see CME taking a lead role in bringing women together to expand their business opportunities."

CME's central mandate is to promote the competitiveness of Canadian manufacturers in markets around the world. Representing Canada's largest business network, CME's membership is drawn from all sectors of Canada's manufacturing and exporting

community, representing Canada's leading global enterprises. More than 85% of CME's members are small- and medium-sized enterprises that produce over 75% of Canada's manufacturing output, 90% of exports and 90% of private sector research.

The Atlantic Canada Women Exporters Initiative works with new and early stage exporters across Atlantic Canada and prepares them for the export marketplace by providing them with training, mentoring, business guidance and after-care. - Daily Business Buzz

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