



## **Kisserup signs Nova Scotia Charter with Premier MacDonald**

(Dec-18-08) Kisserup International Trade Roots Inc. became a Charter Member of Nova Scotia Come to Life today, participating in the official signing ceremony in Halifax.

The signing ceremony was hosted by Nova Scotia Premier, the Honourable Rodney MacDonald and The Honourable Judy Stetch, Minister of Community Services and of Communications Nova Scotia. Kisserup President, Pernille Fischer Boulter, signed the charter document with Premier Rodney MacDonald.



Nova Scotia is a haven for innovation and creativity. Businesses based in Nova Scotia are on the move and grabbing worldwide attention. “We see that everywhere we do business” says Pernille Fischer Boulter, President and Founder of Kisserup. “In Europe, in Asia, or in the Caribbean, Nova Scotia has a very strong brand that we are proud to be affiliated with. We located our company in Nova Scotia, and we operate worldwide from here, a great location for dealing with the entire world. We are in perfect sync with most time zones in the world and it is easy to attract global talent to our Province” she continued.

By signing the Come to Life Charter, public and private-sector organizations commit to further develop the Nova Scotia brand through marketing and communications efforts, and by embracing the overall meaning and intent of the brand. For more information on Nova Scotia Come to Life: <http://www.novascotialife.com>

Kisserup International Trade Roots Inc. is an international trade training and consulting company with offices in Canada and Europe. Kisserup has worked on projects in over 40 countries and has just celebrated its 10 year’s anniversary in Halifax, Nova Scotia. [www.kisserup.com](http://www.kisserup.com)

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