

## Mission to St. Lucia, Barbados and Jamaica

(November 2012) Kisserup was contracted to provide business matchmaking services for the Atlantic Canada Opportunities Agency (ACOA) and Nova Scotia Business Inc. (NSBI) trade mission to St. Lucia, Barbados and Jamaica. Delegates attended a pre-mission Market Information Session in September in Halifax, Nova Scotia where a speech was delivered by the Honourable Denis Kellman, Minister of Industry, Small Business and Rural Development, Barbados. The multi-sectorial trade mission began November 21st in St. Lucia and went on to Barbados concluding in Jamaica on November 30th, 2012. The delegation secured several business opportunities in all three markets.



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Agency

Agence de  
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## ITC Free Market Analysis Tools

(December 2012) The International Trade Center (ITC) has announced ITC's Market Analysis Tools will continue to be free, through donor support, for users in developing countries in 2013. These market analysis tools generate market information to assist research efforts and increase global transparency. The tools include the Trade Map ([www.trademap.org](http://www.trademap.org)), Trade Competitiveness Map, Market Access Map ([www.macmap.org](http://www.macmap.org)), Investment Map ([www.investmentmap.org](http://www.investmentmap.org)), and the Standards Map ([www.standardsmap.org](http://www.standardsmap.org)). Also, the ITC published a study of Africa's Trade Potential and four reports on Non-Tariff Measures in Morocco, Sri Lanka, Burkina Faso and Peru. Last year the ITC delivered over 80 workshops to 1,900 beneficiaries in developing countries. For more see [www.intracen.org/marketanalysis/](http://www.intracen.org/marketanalysis/)

## Launch of the Virtual Management Group

(December 2012) Entrepreneur Ms. Sonia Menendez launched a new business venture, **Virtual Management Group (VMG)**. Congratulations, Sonia! (VMG) is dedicated to providing quality virtual consulting services



A Division of BMP Developments Ltd.

at a reasonable cost to help start-ups and small and medium sized enterprises take their business

to the next level. VMG is ready to serve entrepreneurs as their "VIRTUAL MANAGEMENT CONSULTANTS GROUP". Kisserup is honoured to be one of the consulting firms that VMG has chosen to work with. For more information, please see [www.virtualmanagementgroup.com](http://www.virtualmanagementgroup.com)

## OUTSTANDING ENTREPRENEURS - GET TO KNOW:

Laboratorio Maria Salomé S.A.S is a leading company in the cosmetic sector in Colombia specialized in capillary products to stop hair loss. At first, the products were known only among people undergoing chemotherapy treatments; based on good results, they proceeded to promote it. The product was then accepted by the League Against Cancer nationwide and has earned high praise. Maria Salomé products are available in the Colombian market and exported to markets such as the USA, the Caribbean and Panama. The Kisserup team had the opportunity to meet at the Maria Salomé Laboratory to learn firsthand how they operate and how they ensure high quality to their line of products, the reason for their success! For information, see [www.mariasalome.com](http://www.mariasalome.com)



## WEConnect Ambassador Award 2012 - Susan Baka



(November 2012) Ms. Susan Baka, President of Bay Communications & Marketing Inc. was honoured at the WEConnect Canada 2012 annual conference as the winner of WEConnect Canada's Ambassador Award. Ms. Baka is a market expert and champion of women entrepreneurs and exporters. In accepting the award she stated "Supporting women entrepreneurs and exporters is my passion". The award recognizes women who are promoting and endorsing supplier diversity within Canada. Kisserup has worked with Susan and Bay Communications throughout the years. We consider it a great privilege to congratulate Susan and say Well Deserved! For more information on Bay Communications and their outstanding track record, please see [www.baycomm.ca](http://www.baycomm.ca).

## Our annual charitable commitment for 2012

### Best Wishes for a Healthy and Happy New Year!



(December 2012) Every year, in lieu of sending out holiday cards and greetings, Kisserup International Trade Roots donates to a charity within one of the global communities we are working in. This year we are supporting Meeqqat Inuunerissut - Better Life for Children (MIBB) in Greenland. MIBB is a Greenlandic organization working for children's rights and is based on the UN Convention on the Rights of the Child. MIBB is convinced that everyone - young and old, women and men - can participate in creating a better life for children in Greenland. We invite you to help others too. To learn more about MIBB, please see: [www.mibb.gl](http://www.mibb.gl)

## North America

1657 Barrington Street  
Roy Building, Suite 310  
Halifax, Nova Scotia, Canada B3J 2A1  
Tel. #: 902-405-3880



[www.kisserup.com](http://www.kisserup.com)

## Europe

Rådhuspladsen 16  
1155 Copenhagen  
Denmark, Europe  
Tel. #: +45-88-96-87-41