

## Kisserup Opens Office in Europe

(June 2008) Kisserup will open its first European office on June 1, 2008. The office is located in the heart of Copenhagen and from this location, Kisserup will be able to serve its international client base that are focused on European markets.

"We have seen a growing trend in exporting to European markets" says Pernille Fischer Boulter, President and Founder of Kisserup International Trade Roots. "With a new gateway from Atlantic Canada to Europe via Iceland Air, we have even easier access to continental Europe and this is a priority for many Atlantic Canadian companies."

"We know the European market and know firsthand of the opportunities within this huge market place", continues Pernille. "Connecting international exporters is our business. We have experience in working on projects in over 40 countries worldwide. Europe, Asia, US and CARICOM are all globally connected, and this latest expansion will allow us to become even more effective assisting exporters."

## New Member on Kisserup Team

(March 2008) Kisserup would like to welcome and introduce a new member to the Kisserup Team, Toni Hiltz. Ms. Hiltz has been working in international business for over ten years, specializing in import and export administrative projects. Combined with years of customer service and administrative assistant experience, Ms. Hiltz has joined Kisserup as Office Manager.



## Kisserup awarded Lead Mentor contract

(March 2008) Kisserup was awarded the Lead Mentor contract for the 2008 CME and ACOA sponsored Women's Exporters Initiative (WEI) to the US. Up to 12 Atlantic Canadian companies will be participating in this initiative, attending business events in Philadelphia and New York in June 2008. Kisserup will be providing mentoring services and assisting in developing marketing and export strategies with guidance from market research and intelligence to actual export market entry information.

## Immigration Project Expands

(May 2008) Kisserup's roster of cultural consultants expands as 18 new immigrants complete the customized training requirements for the "Empower Exports with Immigrants" database. Kisserup provides a three hour training seminar for immigrants who are interested in assisting companies to better understand their home markets and countries. Upon completed training, Kisserup offers one-on-one cultural consulting, trade mission training and customized cross cultural exporting consulting with experts from individual countries. For more information, please visit [www.intltradertools.com](http://www.intltradertools.com)

## Kisserup presents at NLOWE Conference

(April 2008) Kisserup made two presentations at the Newfoundland and Labrador Organization of Women Entrepreneurs (NLOWE) 11th Annual Conference & Entrepreneur of the Year Awards Gala. The Conference was on April 23rd & 24th at the Fairmont Newfoundland in St. John's, and over 200 delegates attended. The conference was to inspire business growth and success of women owned businesses. Kisserup presented two workshops, "Going Global: An Introduction to International Marketing" and "How to Increase our E-business." More information about this event can be found at <http://www.nlowe.org/conference2008/speakers.asp>.

## Entrepreneur Resources

Entrepreneurs' Forum (EF) offers practical and confidential business advice to new and growing companies through volunteer advisors. If you need strategic advice, Entrepreneurs' Forum can assist you by organizing a confidential advisory session with a panel of senior businesspeople and professionals. EF maintains a large pool of volunteer advisors from the business community who volunteer their time to help foster the growth and development of companies. They know first-hand many of the difficulties that entrepreneurs face – and are willing to share their experience with you. EF currently serve innovative and immigrant entrepreneur streams. To find out more about Entrepreneurs' Form and the services offered, call 902-492-7600, e-mail [info@entrepreneursforum.com](mailto:info@entrepreneursforum.com), or visit [www.entrepreneursforum.com](http://www.entrepreneursforum.com). Export Immigrant Directory brochures can be picked up at the Entrepreneurs' Forum.

## New Website Launched

(April 2008) Kisserup is pleased to announce the launch of our next generation website ([www.kisserup.com](http://www.kisserup.com)). The new and improved website provides simplified navigation and visitors will be able to benefit from the extensive list of Research Links. Visit us and sign up for a free Newsletter.

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