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Opening up the world

When Pernille Fischer-Boulter moved to Halifax from Copenhagen nine years ago, she landed her first contract before developing her own company.

"I was out reviewing an IT system on a scallop dragger and I needed a company name for insurance purposes," she says. "I just rattled off this town I came from in Denmark, Kisserup, and that name stuck."

Her company does international trade training, export development and mentoring for Atlantic Canadian companies. She's seen a large jump in the number of Nova Scotian and Atlantic Canadian companies using services like hers.

"It wasn't that hard to trade with the U.S. in the past," she says. "But because of all the new security rules and because Canada hasn't been that successful in negotiating free-trade agreements with the EU, they need companies like us to guide them there."

Kisserup International Trade Roots won a contract to mentor six of 20 companies going to the Canadian Manufacturers and Exporters and ACOA-supported trade mission in Boston in February 2007.

"We'll actually mentor the companies that are going, not just design pre- and post-training," says Fischer-Boulter. "We'll be with them through the trade mission and also follow-up afterwards."