



2006 Nova Scotia Export Achievement Awards

Has your business savvy taken you places? Do you have an excellent export record to prove it? Are you competitive, innovative, and have your sights set on the horizon? We have a name for people like you . . .

we call you an export achiever.

And you are a vital contributor to Nova Scotia's growing economy. We'd like to know who you are. Tell us how your company achieved export success last year, and you might capture a 2006 Nova Scotia Export Achievement Award.

For 22 years the Nova Scotia Export Achievement Awards have celebrated the accomplishments of Nova Scotia exporters. Nova Scotia Business Inc. is pleased to work with companies to expand their markets and forge into new ones — creating the economic growth we all want for our province.

Companies are invited to apply for a Nova Scotia Export Achievement Award or to nominate others. The steps for application are included in this brochure along with an application form. Companies are also encouraged to include supplementary information with each submission.

Award Winning Advantages

Nova Scotia Export Achievement Award winners say they have gained lasting and significant recognition as a result of winning an Export Achievement Award, which makes it an important marketing tool—raising the company's profile at home, attracting new foreign customers, and boosting employee morale.

All award winners will be featured in promotional brochures, in newspaper advertising, in video presentations, on cable television, and on several web sites. Winning companies will receive the 2006 Nova Scotia Export Achievement Awards logo to use for promotional purposes. As well, a unique, hand-crafted award is presented to each winner at the dinner.

A Nova Scotia Export Achievement Award gives you a chance to thank your staff and your community for contributing to your company's success.

What past recipients say . . .

"The fact that we're exporting around the world and that we're getting attention in magazines and newspapers creates a tremendous sense of pride for our customers here."

DR. MARLON LEWIS, CEO, SATLANTIC
EXPORT GROWTH THROUGH PARTNERSHIP AWARD
SPONSORED BY: GREATER HALIFAX PARTNERSHIP

"Our export strategy is a key element of our business success. Look for the opportunity to be in the market and deliver on what you promise."

TONY LAPIERRE, PRESIDENT, GEO PROJECTS CANADA LTD.
EXPORT GROWTH THROUGH NEW MARKETS AWARD
SPONSORED BY: RBC FINANCIAL GROUP

Eligibility

The 2006 Nova Scotia Export Achievement Awards are based on performance in the 2005 calendar year. Application for a Nova Scotia Export Achievement Award is open to all Nova Scotia firms that have been exporting goods and/or services for more than one year.

Nova Scotia companies of all sizes involved in exporting their products and/or services are eligible to apply. Applications must be submitted with the authorization of a senior executive from the applying firm.

Closing Date for Applications

The deadline for submissions is **February 28, 2006**. The awards dinner and presentation will be held May 18, 2006, at the World Trade & Convention Centre in Halifax.

FORWARD APPLICATIONS TO:

Nova Scotia Business Inc.
1800 Argyle Street, Suite 701
PO Box 2374, Halifax, Nova Scotia B3J 3E4
ATTN: Pamela Rudolph
TEL: (902) 424-6042 · FAX: (902) 424-6823
EMAIL: prudolph@gov.ns.ca OR APPLY ONLINE AT:
www.exportachievementawards.com

The 2006 Export Achievement Awards is presented by



MAY 18 · 2006 WORLD TRADE & CONVENTION CENTRE · HALIFAX



Application Form

Nova Scotia Export Achievement Awards 2006

Please submit a brief company profile with this completed application form to be considered for an award. All details provided on your company, its products and/or services **will** be reviewed by the Selection Committee, which is comprised of industry and government representatives.

Company Name _____
 Contact _____
 Position _____
 Mailing Address _____
 Postal Code _____
 Tel _____ Fax _____
 E-Mail _____ Web Site _____

Company Profile (background, products and/or services, export goals)

Year company was established _____

Export Sales (CDN\$)

Total value of exports in 2005 \$ _____
 Total value of exports in 2004 \$ _____
 Percent of 2005 exports representing total company sales _____ %
 Has your company exported prior to 2005? Yes No
 If yes, how many years? _____
 What percentage of your company's products/services are Nova Scotia content? _____ %
 Number of employees in 2005? _____
 Did your workforce increase due to export sales? Yes No
 If yes, by how many jobs? _____

2005 Export Marketing Details

New Products and/or Services

PRODUCTS/SERVICES	EXPORTED TO	§ VALUE
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

New Markets

MARKET	PRODUCTS/SERVICES EXPORTED	§ VALUE
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

What do you feel has been your company's competitive advantage in the export market?

Describe any unique or innovative modifications to your products/services that have developed or expanded your export market(s).

Describe any unique or innovative marketing activities undertaken to develop and/or expand the company's export market(s).

I certify that this information is accurate (please sign): _____

Categories

Choose your award category (or categories) below in order for your application to be considered.

- New Exporter** is presented to a company that has recently become an active exporter, with a promising future for international market development.
- Long Term Exporter** recognizes a well-established company that has been exporting for much of its history and for which exporting has played a significant role in its longevity.
- Export Growth in New Markets** is presented to a company that has significantly expanded its business by successfully targeting and penetrating new export markets.
- Export Growth through Product Development** is presented to a company that has capitalized on an export opportunity by identifying and developing markets for new products and/or services.
- Export Growth through Partnership** is presented to a company or partnering companies that have demonstrated the benefits of partnering or alliances to increase their export growth.
- Export Sales Growth** recognizes a company's major increase in its export sales over the past year.
- Canadian Market Development Award**
This unique award will recognize sales growth within the Canadian marketplace, but outside of Nova Scotia.

The 2006 Exporter of the Year Award

The recipient of this award is chosen by the Selection Committee from among the winners in the other categories. It recognizes the highest accomplishment in exporting for the year — achieved through hard work, innovation and vision — resulting in a significant contribution to the development of the organization and distinct benefit to the people of Nova Scotia.

