

Export Rally Helps Companies Identify Growth Opportunities

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(Wolfville, N.S. October 26, 2009) -- Nova Scotia companies will improve their business skills, gain insight into potential new markets, and network with organizations dedicated to helping companies grow, at the Annapolis Valley Export Rally in Wolfville on November 4 and 5.

Led by the organizations that make up Trade Team Nova Scotia, the Export Rally is a two-day event that provides information on exporting products and services for companies in all sectors, markets and stages of business.

"Continual growth of a company relies on finding new markets," said Mike McMurray,

co-chair of Trade Team Nova Scotia. "The Export Rally is the place to learn what market opportunities exists and to meet the members and partners that can help companies pursue those markets."

The rally will be held at Acadia University, Fountain Commons Learning Centre, 24 University Avenue, Wolfville.

Export Rally participants can choose from various hands-on workshops from selling on the Web and reducing business risk, to exploring potential markets such as the U.S., the Caribbean and the United Arab Emirates. Free on-the-spot market research, networking opportunities and a resource exhibition featuring trade-related programs and services are also part of the rally.

Earlier this year an Export Rally was held in Sydney, Cape Breton. Allen McCormick, President of ADM Solutions was in attendance and found the rally was a worth-while investment of time.

"I was very impressed with the Export Rally," said Mr. McCormick. "I really enjoyed the event and greatly appreciated the caliber of speakers and the amount of the local content. This type of activity is very refreshing."

For more information or to register for the Annapolis Valley Export Rally, visit www.exportrally.ca

Trade Team Nova Scotia is a federal, provincial, and private-sector partnership dedicated to helping Nova Scotia companies export goods and services globally. Trade Team Nova Scotia ensures easy access for potential and active exporters to the wide range of services offered by its members.

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