

# Federal and Provincial Investments Help Exporters Regain Markets

Atlantic Canada's manufacturers, processors and service providers need to find new ways of doing business. They must adopt innovative technologies to help them regain lost markets due to COVID-19 and diversify their international customers and suppliers.

The Government of Canada and the four Atlantic Provinces today announced a total investment of more than \$4.8 million in 14 new projects to help Atlantic Canadian exporters increase production, create jobs, regain markets and return to a healthier, safer and more prosperous future.

The projects support the development of tools and resources to help Atlantic Canadian exporters find new ways to market and sell their products to buyers around the world. Among others, the investments will enable exporters to create or participate in virtual spaces to market their products and services to buyers anywhere, reducing or eliminating the need to travel and helping to prevent the spread of COVID-19.

For example, the Atlantic Canada Aerospace and Defence Association is delivering three dynamic virtual regional events on behalf of its members. Aerospace and defence firms in the region will connect with local, national and global audiences by using an online platform to meet clients and develop new market opportunities.

The Atlantic Canada Chamber of Commerce is recruiting for and leading the design, development and implementation of a new Europe Market Development Program (EMDP). The EMDP will equip up to 40 Atlantic Canadian export-ready companies with resources to support the development and execution of tailored Europe market entry strategies. Exporters enrolled in the program will get individualized business development plans, which they will carry out with the support of professional in-market expertise.

The Atlantic Association of Community Business Development Corporations is working with federal and provincial partners to imple-

ment an Atlantic Canada Site Certification Program to increase foreign direct investment and investment readiness in Atlantic Canada. The program will help con-

nect foreign investors to development ready, high quality certified sites across the region.

Atlantic Canada is leading the country in reopening its

economy and exports play an important part in each province's recovery plans. Today's announcement builds on the continued partnership through the Atlantic

Growth Strategy to grow the region's marketing, product development and capacity building initiatives to increase the reach and volume of Atlantic Canada exports.

## New Digital Doers & Dreamers for 2021

The Doers & Dreamers Travel Guide is moving from a print guide to a digital guide in 2021. The guide will be produced as a downloadable PDF with the ability for readers to click through to tourism operator websites and other trip-inspiring content. The guide will be available at NovaScotia.com and users will be able to download and view it offline. This one-year pilot will be evaluated in 2021 to consider a permanent transition to digital-only in future years.

Traveller requests for the print version of the Doers & Dreamers Guide have declined significantly in recent years as people plan their trips online, with a drastic drop in 2020 reflecting the impact of COVID-19 on travel. Demand for print materials is expected to continue to decline as COVID-19

public health protocols recommend reducing touch points.

A digital format also offers more flexibility at a time when the tourism industry is facing a lot of uncertainty due to the COVID-19 pandemic. With a printed guide, we have a set quantity and a deadline to finalize the information. We have heard from many businesses that it is difficult right now to say what they might be offering next year or what their hours might be. The digital format allows operators and organizations to update listings at any time throughout the year to reflect changes in hours of operation, cancellations etc.

Recognizing the financial constraints facing the tourism industry, the 2021 guide will not offer paid advertising opportunities; as conditions improve, this option

will be re-introduced.

The digital guide will be produced in English and French, and Tourism Nova Scotia will continue to print Nova Scotia road maps. Eligible tourism businesses will still be able to list their business in the guide at no cost. Complimentary business, package, experience, and event listings will also continue to

be available on [NovaScotia.com](http://NovaScotia.com). Regional guides, road maps, and individual business brochures will also continue to be available if visitors require printed materials.

We are currently developing the new digital guide and look forward to sharing more information through the inTouch newsletter and on [tourismns.ca](http://tourismns.ca).

## Supporting Exporters Across Atlantic Canada

The Government of Canada and the four Atlantic Provinces have announced a total investment of more than \$4.8 million in 14 new projects to help Atlantic Canadian exporters increase production, create jobs, regain markets and return to a healthier, safer and more prosperous future. The projects support the development of tools and resources to help Atlantic Canadian exporters find new ways of

marketing and selling their products to buyers and consumers around the world.

The investments will enable exporters to create or participate in virtual spaces to market their products and services to buyers anywhere, reducing or eliminating the need to travel and helping to prevent the spread of COVID-19.

The adjacent list of Recipient Sector Activities funded by ATIGA totals \$4,837,08

## Highway 103 Twinning Project Opens

A newly twinned section of Highway 103 from Tantallon to Ingramport officially opened on December 16. The last of the project work for the 11-kilometre section between Tantallon and Ingramport was completed Tuesday, Dec. 15. That work included installing guard rails, rumble strips and line painting.

"Better roads and transit routes allow Canadian families to travel safely to and from school and work," said Catherine McKenna, federal Minister of Infrastructure and Communities. "Now that Nova Scotia Highway 103, one of the province's major arterial highways, has been twinned from Tantallon to Ingramport, travellers will be able to move more safely and efficiently, and communities are better connected. Canada's infrastructure plan invests in thousands of projects, creates jobs across the country and builds cleaner, more inclusive communities."

In 2017, government invested \$390 million in capital funding over seven years to improve highways. Four projects

were announced, including twinning a 22-kilometre section of Highway 103, from Tantallon to Hubbards.

The \$121 million project was split into two sections. With the first 11-kilometre section now complete, the second section will see twinning from Ingramport to Hubbards. Construction is underway and is anticipated to be completed by fall 2022.


The federal government is contributing \$65 million toward these two Highway 103 twinning projects under the New Build Canada Fund.

## Island Beach Company to Operate Gift Shops

Following a competitive procurement process, Tourism Nova Scotia has selected Island Beach Company as the successful proponent to operate a business/gift shop providing high-quality products and services at the Amherst and Port Hastings Visitor Information Centre (VIC) locations.

The contract is effective May

1, 2021, with a tentative opening date for both locations of Friday, May 21, 2021. As part of the contract, Island Beach Company's offerings will include a minimum of 75% of products and/or services that are either produced, prepared, manufactured, assembled, or originated in Nova Scotia, and/or showcase Nova Scotia.



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