



Women in Business Initiative

Investing in Women in Business

The Atlantic Canada Opportunities Agency (ACOA) recognizes the significant impact that women entrepreneurs have on the Atlantic economy and is committed to providing the tools and support they need to succeed.

The Women in Business Initiative is one way ACOA fulfills this commitment. Under this program, ACOA provides financial support to non-profit business organizations in Atlantic Canada who in turn provide women business owners with the resources they need to improve their growth and competitiveness. These resources include financing, training and advice to help strengthen their management capabilities and business skills, to improve their access to capital and business support services, to encourage them to explore international markets and to develop innovative ways to do business.

In Nova Scotia, the Centre for Women in Business (CWB) receives funding from ACOA to offer a variety of services to women business owners.

Services offered to women business owners:

- **Get the right business advice, information and support**
CWB staff can help you determine the information and services your business requires and help you make contact with the individuals or organizations in Nova Scotia that provide them.
- **Improve your management capabilities**
CWB staff offers business management and skills training, professional development and networking opportunities that are tailored to meet the unique needs of women in business.
- **Improve your access to financing**
CWB staff can help you determine potential sources of business financing and assist you in obtaining the financing that you need.

• Obtain expert advice

CWB staff can help you identify the additional expertise your operations require for ultimate performance, and help address business opportunities and challenges.

• Identify and take advantage of new and emerging markets

CWB staff can assist you in identifying and capitalizing on opportunities in growing international markets and inform you about innovative ways to do business.

How to get started

For more information about services available to women in business in mainland Nova Scotia, contact the **Centre for Women in Business:**

www.msvu.ca/cwb
902-457-6449

Mount Saint Vincent University
166 Bedford Highway
Halifax, NS B3M 2J6

For more information about the Women in Business Initiative and other ACOA programs, contact the **Atlantic Canada Opportunities Agency's** regional office in Nova Scotia:

www.acoa-apeca.gc.ca
1-800-565-1228
902-426-6743

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ACOA is committed to protecting the environment of this region by promoting sustainable businesses and communities in Atlantic Canada.



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