

Canada Business

New Brunswick



Entreprises Canada

Nouveau-Brunswick

1-888-576-4444

WHAT'S NEW... and more!

Happy New Year

January 2012



FREE Interactive Business Planner Software

Thinking about writing up a business plan? The Interactive Business Planner Software (IBPS) provides an interactive online guide on writing professional business plans for entrepreneurs. IBPS gives an easy step-by-step approach that comes with expert guidance, help and tutorials, all in the comfort of your own home. When you're done, it will generate a 3-year financial plan for you. All you have to do is sign-up at:

<http://www.interactivebusinessplanner.com/>. Contact Canada Business – New Brunswick for research assistance to get the information you need to complete your plan. *(Note: Software is available in English only.)*

Information on exporting: Going Global Workshops

Are you exporting, providing services to exporters, or contemplating a move into the global arena? If so, you will benefit from the practical information that is offered in a series of Going Global Workshops presented by the World Trade Centre Atlantic Canada in partnership with the Atlantic Canada Opportunities Agency (ACOA) and the Enterprise Network. Check out the [calendar](#) to find a Going Global workshop near you.



Canadian Innovation Commercialization Program (CICP) – The Innovation Conversation

Join Public Works and Government Services of Canada and the Office of Small and Medium Enterprises on Thursday, February 9, 2012 at the Delta Beauséjour in Moncton, to learn more about the Canadian Innovation Commercialization Program and the opportunities to do business with the Government of Canada. The activity is free, but you have to register in advance. For more information, or to register, go to:

<http://www.esourceevent.com/Moncton>.

Canada Business Network blog:



January 3: [Year of the Entrepreneur: Better informed?](#)

Join us in taking a look back at 2011, as we review our blog activities during the Year of the Entrepreneur. What topics caught your eye? What will 2012 bring?

December 28: [Are you engaging your customers?](#)

Attracting new customers and developing loyalty are core aspects of a successful business. A strong customer engagement strategy can help you discover your customers' needs and strengthen their connection to your business.



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