

## KISSERUP FEATURED AS 1 OF 7 ENTREPRENEURS TO WATCH IN 2007

(Chronicle Herald, 20 January 2007)

(January 2007) - When Pernille Fischer-Boulter moved to Halifax from Copenhagen nine years ago, she landed her first contract before developing her own company.



"I was out reviewing an IT system on a scallop dragger and I needed a company name for insurance purposes," she says. "I just rattled off this town I came from in Denmark, Kisserup, and that name stuck." Her company does international trade training, export development and mentoring for Atlantic Canadian companies. She's seen a large jump in the number of Nova Scotian and Atlantic Canadian companies using services like hers.

"It wasn't that hard to trade with the U.S. in the past," she says. "But because of all the new security rules and because Canada hasn't been that successful in negotiating free-trade agreements with the EU, they need companies like us to guide them there."

Kisserup International Trade Roots won a contract to mentor six of 20 companies going to the Canadian Manufacturers and Exporters and ACOA-supported trade mission in Boston in February 2007. "We'll actually mentor the companies that are going, not just design pre-and post-training," says Fischer-Boulter. "We'll be with them through the trade mission and also follow-up afterwards."

## Kisserup Approved for ACOA Export Mentoring

(April 2007) - Kisserup is approved for the ACOA Export Trade Mentoring Program. The program is funded by ACOA and delivered by the World Trade Centre Atlantic Canada. Kisserup went through a public bidding process to qualify.

## Kisserup Approved for NSBI Consulting Services

(March 2007) - Kisserup is approved for the Nova Scotia Business Inc. Standing Offer list for consulting services. The program is funded by the Province of Nova Scotia and delivered by NSBI. Kisserup went through a public bidding process to qualify.

## Successful Trade Mission to Boston

(February 2007) - In February 2007, Kisserup acted as a Mentor under the CME & ACOA led Trade Mission to Boston. Here is what some of the participants said:

"Pernille worked with me on a consultant basis for the Trade Mission to Boston; she brightened my day, challenged me to work smarter, and would not accept second best from anyone. The impact that she made on our company was measurable. Pernille's experience is vast and her contacts are impressive. She continues to think about you and your company and she continues to promote your business. She is thoughtful and genuine and assertive. THAT is what is amazing about her, and THAT is what sets her apart. I can not recommend Pernille Boulter and Kisserup highly enough. Call her for a coffee and find out for yourself."

Holly Bond, Founder  
Bulldog Interactive Fitness Inc.  
2007 Export Award Winner!

"Kisserup International gave MedSenses the key to the gateway of the global market. Pernille's invaluable advice and coaching gave us the confidence and tools to pursue international markets. Pernille Boulter Fischer has tremendous vision, passion and desire to propel Atlantic Canadian businesses into the international spotlight! MedSenses is proud to be associated with Kisserup International."

Lynn Casey, Co-Founder  
MedSenses Inc. - Named as one of the World's most innovative companies in 2007!

## Kisserup presents FITT Course at NLOWE Interna- tional Conference

(April 2007) - Pernille Fischer Boulter presented a FITT (Forum For International Trade Training) workshop on International Trade Research at the 2007 NLOWE International Connections Conference in St. John's, Newfoundland and Labrador on 26 April 2007.



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