



What's New

NB Growth Program

Business New Brunswick launched a program that will provide support to new and growing small businesses in New Brunswick. Applications are now available for the NB Growth Program, which will provide eligible entrepreneurs up to \$100,000 for the establishment of a new business, and up to \$60,000 for the expansion, diversification or productivity improvement at an existing business. Year-round and seasonal full-time tourism operations are eligible for funding. To receive an application form or additional information about the NB Growth Program, call Business New Brunswick at 506-453-3890 or [download the PDF form](#). Applications are also available at each of the 15 Enterprise Agencies, and staff at the agencies will assist companies with the application process.

Launch of New Agri-Food Market Development Program

The New Brunswick Department of Agriculture and Aquaculture announced last month its new Agri-Food Market Development Program. Objectives of this program are to build and enhance New Brunswick domestic market channels to increase the sale and consumption of New Brunswick-produced food products within the province. It will assist agri-food businesses to increase their capacity to: improve visibility, attract a wider range of clientele, increase promotion and advertising activities, facilitate product development/market launch and to develop strategic innovative market opportunities. For program details including guidelines and eligibility, [please visit the Department's website](#).

Mark Your Calendars



Monthly Highlight

Gold Marketing Award

For 17 years, the Relationship Marketing Association (RMA) has hosted the annual Les Flèches gala, a contest that rewards the best relationship-marketing pieces of the year. This year, the New Brunswick Department of Tourism and Parks won a gold in the Leisure and Travel Products and Services category for its "The Warm Water Is in New Brunswick" campaign.



Monthly Research

Meeting at the Market – New Brunswick’s Meeting & Convention Showcase

The Advantage NB team is once again calling upon exhibitors to showcase the very best in meeting and convention products and services at its annual showcase, Meeting at the Market, on Wednesday, January 30, 2008 at the Boyce Farmers’ Market in Fredericton.

Do you have a unique tourism-related product or service that would be of interest to the meeting and convention market? As an exhibitor you may be a hotel, a restaurant, an entertainer, tourism operator, a small business with a unique product line, or a designer of specialty décor. For more information contact Accent Incorporated, Show Manager at 506-637-9007 or 506-637-9008, or Melanie Britton at 506-453-2147 or melanie.britton@gnb.ca.

Upcoming Consumer Shows

New Brunswick Department of Tourism and Parks will be participating and sponsoring the following shows: [Boston Globe Travel Show](#), February 22-24, 2008, [Saltscapes East Coast Expo](#), April 25-27, 2008, and the [Player Expo](#) in Ottawa, April 5-7, 2008. For more information about the Boston or Halifax shows, please contact Natalie Wiggins at 506-453-2422 or email natalie.wiggins@gnb.ca. For more information about the Ottawa Show please contact Dave Geris at 506-444-4303 or email dave.geris@gnb.ca

A current study by the Canadian Tourism Human Resource Council and the Conference Board of Canada is tracking an anticipated tourism sector labour shortage nationally, and the gap is expected to increase acutely by 2010. New Brunswick's demographics pose challenges for the accommodations industry especially in the short term, while increasing labour supply deficits in the food and beverage services industry are forecast well into the future.

For information on tourism labour statistics, see the [Canadian Tourism Human Resource Council website](#).



New Brunswick in the News

L’Idylle Restaurant named one of the Top Ten in Canada

The City of Dieppe boasts one of Canada's best new restaurants, according to Air Canada's EnRoute Magazine. L'Idylle Restaurant finished amongst the top ten across the country in the magazine's 6th annual "Canada's Best New Restaurants", published in their [November 2007 issue](#). L'Idylle is the first New Brunswick restaurant ever to be named in the magazine's top ten.

