ONB BUSINESS PLAN

Fiscal Year 2026-2027

Introduction

Opportunities NB (ONB) is a Crown corporation and the lead business development agency for the province. It supports local businesses and attracts new investment from around the globe to boost economic and job growth.

Our team works with B2B companies to increase their sales, leverage new supply chain opportunities, connect with skilled talent, and invest in cutting-edge technologies. ONB seeks out and supports high-growth opportunities and offers seamless, integrated, responsive services to our New Brunswick clients. We also attract new private sector investment from around the globe by demonstrating the New Brunswick Advantage – the winning combination of our talented people, leading expertise, world-class infrastructure, and unmatched agility.

In response to ongoing global shifts in trade, we remain focused on removing interprovincial trade barriers, supporting market diversification and increasing productivity. This year, ONB is developing a Market Diversification Plan with a focus on accelerating expansion into high-potential markets, pursuing strategic opportunities, and ensuring that New Brunswick companies are positioned for long-term success on the global stage. In addition, this year, ONB will support industry engagement and readiness, as well as investments in the defence sector, to advance the objectives laid out in the Government of New Brunswick's 2026 Economic Development Strategy.

We have aligned our priorities under four strategic focus areas to guide our work.

The following pages present ONB's business plan for fiscal year 2026-2027.

Strategic Focus Areas

2026-2027 Business Plan

Strategic Focus Area	ONB Priority Initiatives	2026-2027 Target
Attracting Investment and Capital	**Defence – Industry Engagement & Readiness** Enhance readiness for defence and dual-use opportunities by establishing a dedicated Priority Opportunities Team and completing a comprehensive assessment of the province's defence and dual-use capabilities landscape.	100% completion of quarterly milestones
	Defence – Capture Procurement & Infrastructure Investment Position New Brunswick for increased defence investment by strengthening the province's value proposition, establishing key federal and industry relationships and working with the supply chain to build domestic capacity.	100% completion of quarterly milestones
	Attract private sector investment – Payroll Expansion Commitments	$72.5M
Growing and Diversifying Exports	**Finalize and launch the Market Diversification Plan and supporting KPI dashboard**	Fall 2026
	Grow export revenues of ONB clients	$75M (all markets)
	Grow export revenues of ONB clients	$35M (non-US markets)
Increasing Productivity and Competitiveness	**Leverage private sector investment in Competitiveness and Growth and Productivity initiatives**	For every $1 invested, $5 is leveraged
	Accelerate private sector investments into Productivity	$50M
Strengthening High-Performance Economic Development Enablers	**Be an employer of choice, attracting and retaining top talent**	85%+ (employee satisfaction)