



New Exporters to Border States (NEBS)

WHAT IS IT?

The New Exporters to Border States (NEBS) is a crash course for small and medium-sized businesses on the essentials of exporting to the United States. NEBS provides practical information along with first-hand exposure to a nearby marketplace in a U.S. border state.

A cooperative activity involving the Department of Foreign Affairs and International Trade Canada (DFAIT), Canadian consulates in the northern United States, the regional International Trade Centers and provincial trade departments.

WHO IS ELIGIBLE?

Any Canadian business ready to export that is not already exporting its products to the U.S. on a regular basis.

HOW DOES IT WORK?

Representatives from eligible businesses will travel on one-to-three day missions to a U.S. border state. Missions include most of the following components:

- pre-departure briefing on exporting and government services/programs to exporters;
- travel to the U.S. border and/or to the nearest Canadian Consulate in the U.S. or another city in the territory of the consulate (normally NEBS missions from Atlantic Canada or Québec go to Boston; Ontario and Québec to Buffalo or Detroit; Manitoba and Saskatchewan to Minneapolis; Alberta and British Columbia to Seattle);
- talk by U.S. manufacturers' representative, sales agent, distributor or buyer, tour of a related trade show or trade mart; and/or visit to local wholesalers and/or retailers;
- briefing on the local trade market and one-on-one interviews with Canadian consulate trade officer(s);
- exporters' information kit from the Canadian consulate.