

and the following government-planned activities:

- trade missions to markets outside Canada;
- visits of foreign business persons and government officials to Canada or to trade shows where Canadian business participation is substantial; and
- trade fairs abroad.

○ ***New Exporters to Border States (NEBS)***

Launched in 1985, the NEBS program is a crash course on the essentials of exporting to the United States for small and medium-sized businesses. It provides practical information along with first-hand exposure to a nearby market in a U.S. border state. Participants are taken to the nearest Canadian Trade Mission across the U.S. border and, over a one- to three-day period, are led through all stages of exporting from customs clearance procedures to warehousing and distribution of goods. At briefings organized by the mission, participants are addressed by a variety of experts from the United States and Canada, including manufacturers' representatives, freight forwarders, customs brokers, bankers and others familiar with the process of selling Canadian goods and services in the U.S.

Fifty per cent of the participants on NEBS missions go on to make an export sale. Some 50 to 60 NEBS missions are organized annually involving approximately 2 000 companies.

○ ***New Exporters to the U.S. South (NEXUS)***

NEXUS is a brand new program for the numerous small to medium-sized firms in every region of the country that have traditionally traded just over the U.S. border as a natural extension of their home markets. Under NEXUS, companies are encouraged to venture into other U.S. regional markets by participating in outgoing, sector-based missions, usually to a Canadian Trade Mission or a selected regional trade

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