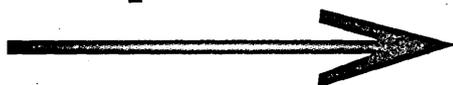


# The U.S. Connection

**T**he U.S. Connection is produced in co-operation with DFAIT's U.S. Business Development Division (URT). For information about articles on this page, contact URT by fax at (613) 944-9119 or e-mail at [commerce@dfait-maeci.gc.ca](mailto:commerce@dfait-maeci.gc.ca). For all other export enquiries, call the Team Canada Inc Export Info Service toll-free at 1-888-811-1119.

## What is ExportUSA?



**E**xportUSA consists of three programs: NEBS, EXTUS and Reverse NEBS, which, through the efforts of Team Canada Inc partners, support the government's initiative to increase the number of active exporters to the United States. Since 1984, over 15,000 Canadian companies have participated in these export programs.

In today's global economy, Canadian companies are encouraged to consider the U.S. as a natural extension of their domestic markets. NAFTA provides vast trade opportunities, and the U.S. serves as an ideal springboard to emerging markets worldwide.

**NEBS**, the New Exporters to Border States program, focuses on export education and targets Canadian companies considering exporting to the United States. NEBS introduces the essentials of exporting, including practical export information and first-hand exposure to markets in the United States.

**EXTUS**, the Exporters to the United States program, formerly known as NEBS Plus, is a program that serves Canadian companies already exporting to the U.S. By combining sessions with industry experts, entry to a major national/regional trade show and a networking opportunity with

distributors, representatives and buyers, EXTUS focuses on expanding the markets of successful exporters to other regions of the United States.

The Reverse NEBS program, serves Canadian companies not yet exporting to the United States by providing seminars in Canada covering the essentials of exporting.

### How the program works

NEBS or EXTUS missions and Reverse NEBS seminars may vary by Canadian province or region in the U.S. depending on the location, the industry sector and the interests of the participants. The program may include the following components:

- information on exporting and export services/programs
- briefing on border procedures
- presentations by U.S. manufacturers' reps, sales agents, distributors or buyers
- briefings by industry experts and overview of regional U.S. markets
- distribution of exporter's information guide

### NEBS/EXTUS only

- travel to one of our Canadian Consulates in the United States
- meeting with Canadian Consulate trade officers and networking opportunities with potential agents or distributors

- visit to a trade show and/or meetings with local wholesalers/retailers

### Web site

For further information regarding the NEBS, EXTUS, Reverse NEBS programs and for a list of upcoming events, visit our Web site at: [www.dfait-maeci.gc.ca/geo/usa/nebs\\_00-e.asp](http://www.dfait-maeci.gc.ca/geo/usa/nebs_00-e.asp)

### Program costs

A non-refundable participation fee of US\$100 applies to each company representative participating in a NEBS or EXTUS mission. The fee is payable either by cheque or money order (in U.S. funds) to the Canadian Consulate hosting the mission.

The government may cover a maximum of C\$100 toward the cost of an entry fee for one registered company representative to a trade show that forms a part of the mission.

All other costs, such as accommodation, transportation (air or ground) and personal expenses, are the responsibility of the participants.

### Who qualifies

**NEBS** — Canadian companies that are incorporated and operating in Canada, with an interest in the U.S. but not yet exporting on a regular basis.

**EXTUS** — Canadian companies currently exporting to the U.S. with sales of less than C\$2.3 million.

**Reverse NEBS** — Canadian companies interested in becoming exporters to the United States. A participation fee may be charged.

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**Check the Business Section of the Canada-U.S. Relations Home Page at [www.dfait-maeci.gc.ca/geo/usa/business-e.asp](http://www.dfait-maeci.gc.ca/geo/usa/business-e.asp) ... for valuable information on doing business in and with the United States.**