

Markets of interest to NEBS programs include those covered by EAITC posts in Seattle, Chicago, Minneapolis, Detroit, Buffalo, Cleveland and Boston.

►► NEXUS

The New Exporters to U.S. South (NEXUS) is a complementary program to NEBS, aimed at small to medium sized companies which have already demonstrated some success in their export efforts to border states. It is designed to assist these companies expand their export markets to the American Southwest and Southeast.

NEXUS differs from the NEBS program in that its primary focus is on developing an understanding of the market opportunities available for participants and the best means of gaining access to those new markets. NEXUS missions, often coinciding with a visit to a trade show, are organized by Canadian Consulate tourism staff in response to emerging trends in the areas for which they are responsible.

The region covered by consulate staff in San Francisco, Los Angeles, Dallas, Atlanta and New York are the primary market areas targeted by NEXUS.

►► NEXOS

The New Exporters to Overseas program (NEXOS) is aimed at the small and medium sized companies from every region of the country which have traded traditionally usually just with the U.S. as a logical extension of their Canadian operations. NEXOS is designed to lead these companies into expanding their activities overseas in Western Europe.

As Western Europe represents a completely new market direction for these companies, the program will emphasize strongly on areas such