

 **EXPORT ORIENTATION
PROGRAMS**

EAITC offers three orientation programs to help small- and medium-sized Canadian companies expand into selected export markets.

New Exporters to Border States (NEBS)

NEBS is for Canadian companies that have not previously exported but are "export-ready". Participants go to a Canadian trade office across the U.S. border for a one- or two-day "walk-through" course on the entire process of exporting. Experts give information on documentation and customs procedures, banking, insurance, agents, distributors and other topics. Canadian trade commissioners advise on marketing strategies and help identify contacts for follow-up meetings with manufacturers' representatives and potential U.S. buyers. The program pays return transportation costs.

Trade Missions Program (TMP)

This program is for companies that have traditionally exported to only one U.S. regional market, usually in the northern United States. Using a NEBS-style workshop format, the TMP provides information and contacts to help expand into other U.S. markets, particularly the southern States. The TMP also usually features a visit to a local trade fair or event. The program pays return economy airfare to the mission site.

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