

New-look NEBS

The *New Exporters to Border States (NEBS)* and *NEBS Plus* program, the Department's key export education tool, is undergoing a restructuring effective on April 1, 1999. *NEBS* targets Canadian companies that are not yet exporting to the United States, and introduces them to the essentials of exporting via training sessions and first-hand exposure to contacts and U.S. market information. *NEBS Plus* missions are designed to help more experienced exporters expand their market share in the United States. Nearly 1,000 Canadian small and medium-sized enterprises took part in *NEBS* and *NEBS Plus* missions last year.

A number of modifications are being made to the *NEBS* and *NEBS Plus* program to make sure that clients get the services they need to meet their export business objectives. These modifications include:

- No increase in the participation fee of US\$100 for missions, but hotel accommodation expenses will now be the responsibility of the participant. The programs will continue to cover up to \$100 (Canadian) towards the cost of trade shows visited in conjunction with the mission.
- Although airfares are not covered by the programs, special discounts with Air Canada and Canadian Airlines are now available to mission participants.
- A dynamic new slide presentation outlining the features of the *NEBS* program has been developed and can be obtained from any of the International Trade Centres (ITCs) in Canada. A new promotional

brochure will also be available from the ITCs in February 1999.

- A new program evaluation questionnaire has been developed to assess the needs of companies participating in the *NEBS* program.

In general, there will be more consultation between the Department's U.S. posts and our Team Canada Inc partners (the network of federal government organizations that offer assistance to exporters) in the development of *NEBS* missions. Greater emphasis will also be placed on pro-

viding networking and partnering opportunities during the missions.

Web site

Further information about *NEBS* and *NEBS Plus*, including a complete listing of upcoming missions, can be found on the Department's U.S. Bureau Web site: www.dfait-maeci.gc.ca/geo/usa.menu-e.htm

The new calendar (April 1, 1999 to March 31, 2000) will be available in mid-March. To register, contact your nearest International Trade Centre.

Canadian Companies Big Winners at COMDEX/Fall '98

Canadian technology companies won several important industry awards to cap a successful showing at COMDEX '98 in Las Vegas, Nevada, November 16-20, 1998. Over 50 Canadian companies participated in COMDEX, one of the largest computer trade shows in North America.

Matrox Graphics of Dorval, Quebec, was the big winner, capturing three 1998 Most Valuable Product (MVP) awards presented by *PC Computing Magazine* for: Best High Performance Graphics Accelerator; Best Digital Video Capture Card; and Best Breakthrough Technology of the Year (Hardware).

Two other Canadian companies, Cinax Designs in Vancouver and Toronto-based Digital Renaissance, teamed up with RealNetworks Inc. of Seattle, Washington, to win *PC Computing's* MVP award for the best Internet Web development product.

MGI Software, located in Richmond Hill, Ontario, took top prize in the Digital Imagery category, naming its

PhotoSuite II the Best Personal Imaging Product of the Year.

MGI also received other COMDEX accolades. *PC Computing* named the current version of MGI's *VideoWave* a finalist in Video Editing, only one of three products honoured in the category that included products designed for professional markets. MGI's business partner, ScanSoft, Inc. and a Xerox subsidiary, took the MVP award for the Best Document Management Software of the Year with its *Pagis Pro 2.0* scanning suite, which includes MGI's *PhotoSuite*.

Ottawa-based Centrepoint Technologies and Corel Corporation also came up big. Centrepoint won two

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