

Canadian sellers can assist federal tourism officers abroad in effectively marketing their product by providing the following information:

- ▶ the location of their facility or service and the time of operation
- ▶ the type of client sought (groups, inclusive tours, incentive, convention...)
- ▶ any support offered such as familiarization tours, audio/visuals, display material the markets in which the firm is presently active
- ▶ contacts and clients known from the area targeted

▶▶ **EXPORT DEVELOPMENT PROGRAMS OFFERED TO CANADIAN COMPANIES BY EAITC**

Since 1990, the Canadian tourism industry can participate in export development programs to develop their sales opportunities in the United States and Overseas. Two of those programs are directed to the United States (NEBS – NEXUS) and one to the Western Europe countries (NEXOS).

▶▶ **NEBS**

The New Exporters to Border States (NEBS) program provides businesses that have not previously been exporters to the U.S. market with initial information on how to develop markets and sales in the United States.

NEBS programs consist of one or two-day seminars conducted by the staff at Canadian Consulates in the border states. Participants gain an understanding of all facets of shipping to and operating within the United States as well as customs procedures and regulations. NEBS missions are funded by EAITC and organized by Tourism offices abroad with the cooperation of provincial governments and the regional offices of Industry, Science and Technology Canada.