

New Exporters to U.S. South (NEXUS)

A new program with complementary objectives to NEBS is the New Exporters to U.S. South. This program is aimed at the numerous small and medium sized companies in Canada which have traded traditionally just over the U.S. border. These Canadian companies have considered the northern U.S. as a logical extension of their Canadian operations. NEXUS is designed to lead these companies into expanding their activities in the south eastern and western states.

Since the companies are already experienced exporters, there will be limited emphasis on customs procedures, market access, etc. Instead, the relevant Canadian post in the United States will concentrate on outlining the market characteristics for the sector in question and on developing a program to gain distribution and sales exposure for the companies. A trade mission can be organized and built around a particular event such as a regional or national trade fair or a visit to a trade mart. On the other hand, if such an event is not available, a solo show can be arranged or individual programs developed for each company to introduce them to a range of manufacturers' agents, important contacts in the distribution channel and buyers. The post might consider a seminar or workshop format complete with invited speakers to elaborate on the market opportunities available or to describe emerging trends and market characteristics.

Program For Export Market Development (PEMD)

The Program for Export Market Development is managed by the Export and Investments Programs Division of External Affairs and International Trade Canada and is jointly implemented with Industry, Science and Technology Canada.

The Program offers Canadian businesses financial assistance to undertake or participate in various types of trade promotion activities. All activities must be commercially oriented; that is, they must focus on generating export sales. These activities are categorized as either industry-initiated or government-planned.

Industry-initiated activities are:

- participation in recognized trade fairs outside Canada;
- visits outside Canada to identify markets;
- visits of foreign buyers to Canada;
- project bidding for specific projects outside Canada involving international competition/formal bidding procedures;
- marketing agreements aimed at medium-sized companies experienced in exporting;

Government-planned activities are:

- trade missions to markets outside Canada and for foreign business persons and government officials coming to Canada or to trade shows where Canadian business participation is substantial; trade fairs abroad.