

establishes a Canadian pavilion and shares related expenses with the Canadian companies participating in the pavilion. In cooperation with the local Embassy, receptions are often organized to bring the participants and local buyers together for one-on-one discussions.

Missions

The Department sponsors various missions, such as an Incoming Buyers' Mission, whereby key decision-makers from the U.S. will be brought to a location in Canada to offer presentations and meet with Canadian companies. Similarly, outgoing missions to the U.S. are conducted in which Canadian companies are taken to a geographic location to meet prospective buyers.

Market Studies/Directories/Seminars

External Affairs and International Trade also publishes market studies, such as this one, on a sectoral basis. In addition, the Department sponsors seminars and workshops for industry groups on specific subjects.

New Exporters to Border States (NEBS)

A NEBS mission "walks" a group of approximately 25 small companies through the entire process of exporting. Documentation and customs clearance procedures are explained in Canada and at one of the northern border posts where further information is provided on banking, insurance, agents and distributors, and other aspects of export activity. Studies indicate that fifty percent of NEBS participants eventually make an export sale.

New Exporters to the United States (NEXUS)

NEXUS is a relatively new program for the numerous small to medium sized companies from every region of the country who have traditionally traded just over the Canada/U.S. border, as a logical extension of their operations. Under NEXUS, companies will be encouraged to venture into other U.S. regional markets by participating in outgoing, sectorally-based missions, usually to a post or a selected regional trade fair. In the new markets, participants receive a briefing on local opportunities from post trade officers who will organize an itinerary of meetings with manufacturers' agents, distributors and/or buyers.

Marketing Information and Assistance

The International Trade Development Branch is the Department's focal point for export promotion activities. The branch administers the following programs offered by the Department: