

TRADE PROMOTION SUPPORT

THE UNITED STATES TRADE, TOURISM AND INVESTMENT DEVELOPMENT BUREAU

The United States Trade, Tourism and Investment Development Bureau is one of five geographic bureaus in External Affairs and International Trade Canada dealing with trade development. Marketing officers in the bureau can help exporters by:

- identifying the most promising export markets and sectors;
- assisting with preparations for visits to potential markets and informing Canadian consulates in the United States of companies' interests;
- arranging participation in trade fairs in the United States;
- involving exporters in visits by U.S. buyers to Canada.

PROGRAMS TO ASSIST EXPORTERS

External Affairs and International Trade Canada administers a number of programs design to assist Canadian companies to export their products and services. Canadian companies wanting to export or increase their exports to the United States should review the services provided through the New Exporters to Border States Program, the New Exporters to U.S. South Program and the Program for Export Market Development.

New Exporters to Border States (NEBS)

The NEBS program is a co-operative activity involving External Affairs and International Trade Canada, Canadian consulates in the northern United States, the regional International Trade Centres and provincial trade departments.

The NEBS program is a crash course in the essentials of exporting to the United States designed for small and medium-sized businesses. It provides practical information along with first-hand exposure to a nearby marketplace in a U.S. border state. Canadian companies that are not currently exporters will be encouraged to consider the markets just across the border as a natural extension of their home markets. This trend should become increasingly apparent with the implementation of the Canada-U.S. Free Trade Agreement. Contact your nearest International Trade Centre (listed in this report) for more information about specific NEBS missions that are being planned and ask to be put on the centre's list of potential NEBS participants.