

Canadian Manufacturing Companies Invited to Join NEBS Mission to Chicago

CHICAGO — March 16-20, 1998 — The Canadian Consulate in Chicago is calling for companies to join a New Exporters to Border States (NEBS) mission, to be led by Minister for International Trade Sergio Marchi and to be built around the huge National Manufacturing Week trade shows in Chicago.

One of the largest trade show events in the world, attracting over 2,200 exhibitors and more than 100,000 attendees, National Manufacturing Week is made up of three separate exhibitions: the National Design Engineering Show — for goods and services to improve product development and process design; the National Industrial Automation Show and Conference — a vital source of information on automated manufacturing processes; and the National Plant Engineering

and Management Show — offering tools and services to plant engineers.

The NEBS mission is designed for small and medium-sized Canadian manufacturing companies seeking new markets in the U.S. Midwest or those interested in entering the export market for the first time. Before attending the trade shows, participants will be offered a morning of training and export information sessions presented by experts on a variety of topics, including design of marketing strategies, customs regulations, finding distributors or agents in the United States, partnering opportunities, industry trends, and advice on financing your entry into international business.

Given his special interest in encouraging the important economic group of small and medium-sized Canadian companies to expand their

sales to the United States and abroad, Minister Marchi will meet mission participants at several points in the Chicago program.

The Canadian Consulate will cover the cost of passes to the National Manufacturing Week shows and hotel accommodation in Chicago for the nights of March 15 and 16. Participants are responsible for their airfare, meals and incidental expenses, plus a fee of US\$75.00, to be paid at the time of registration.

For more information, contact John Lambert, Senior Business Development Officer, Canadian Consulate General, Two Prudential Plaza, 180 North Stetson Avenue, Suite 2400, Chicago, Illinois, 60601, tel.: (312) 616-1870, ext. 3354, fax: (312) 616-1877, e-mail: john.lambert@chcgo01.x400.gc.ca

Invitation to Join Super NEBS Mission to Buffalo

BUFFALO, NEW YORK — March 3-5, 1998 — On the 15th anniversary of the New Exporters to Border States (NEBS) program, a Super NEBS mission is being offered by the Canadian Consulate General to introduce Canadian companies to the U.S. market.

The mission is being hailed as a "Super" NEBS because it will be offered to a larger-than-usual group of companies and will involve the Minister for International Trade, Sergio Marchi.

Training sessions will cover export information ranging from how to

reach U.S. buyers and how to get your goods and services across the border to where to find support for your company's initial steps. The program will begin and end in Toronto, with participants travelling by motorcoach to Buffalo for training sessions.

The Department of Foreign Affairs and International Trade, in conjunction with other Team Canada Inc partners, will cover accommodation in Toronto on March 3 for out-of-towners and accommodation in Buffalo, bus transport and a number of meals for all participants. Participants will be

charged a fee of US\$75.00 and will be responsible for incidental expenses and travel to Toronto. (Both national airlines are offering discount fares.)

Since 1982, the NEBS program has provided export information sessions to more than 8,500 companies. Buffalo is a key NEBS training site, serving as the gateway to the huge northern U.S. market. Two-way trade passing over the Niagara border alone amounts to \$1 billion a week.

For more information, contact your nearest International Trade Centre.