

EXPORT ORIENTATION PROGRAMS

EAITC offers three training programs to help small and medium-sized Canadian companies expand into selected export markets.

A) New Exporters to Border States (NEBS)

NEBS is for Canadian companies which have not previously exported but which are "export-ready". Participants go to a Canadian trade office across the U.S. border for a one or two-day "walk-through" course on the entire process of exporting. Experts give information on documentation and customs procedures, banking, insurance, agents, distributors and other topics. Canadian trade commissioners advise on marketing strategies and help identify contacts for follow-up meetings with manufacturers' representatives and potential U.S. buyers. The program pays return transportation costs.

B) New Exporters to the U.S. South (NEXUS)

This program is for companies that have traditionally exported to only one U.S. regional market, usually in the northern United States. Using a NEBS-style-workshop format, NEXUS provides information and contacts to help expand into other U.S. markets, particularly in the southern United States. NEXUS also usually features a visit to a local trade fair or event. The program pays return economy airfare to the NEXUS site.

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