

NEBS

Canadian companies interested in exporting, but not already exporting their products, travel to the U.S., for a one or two-day "walk-through" course on the entire process of exporting. The program is organized by Canadian Consulates in the northern United States. Missions are either sector specific or multi-sector. 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 to follow-up meetings with manufacturer's representatives and potential U.S. buyers. The program pays return transportation costs. Participants cover their accommodation and discretionary expenditures.

NEWMEX PLUS

Prepare for Success In Mexico!

NEWMEX Plus is an export development program designed to help Canadian companies take full advantage of emerging new business opportunities created by the North American Free Trade Agreement.

NEWMEX Plus is a joint venture between the Department of Foreign Affairs and International Trade Canada and the Forum for International Trade Training (FITT™ Inc.). Designed specifically for senior executives and marketing managers in small-to-medium sized companies, NEWMEX Plus combines an intensive two-day export preparation program in Phase 1, with a practical five-day mission to Mexico in Phase 2.

Phase 1, the NEWMEX Preparation Program, is a comprehensive two-day program that provides participants with an overview of Mexican markets, business practices, cultural differences and business opportunities. Participants receive tips and guidelines for negotiating with Mexican partners and a step-by-step process for developing their own business action plan for exporting to Mexico.