



THE U.S. CONNECTION

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NEBS Goes Virtual

Have you considered participating in a New Exporters to Border States (NEBS) mission but felt you needed more first-hand information before deciding to invest the time and money?

If so, why not take advantage of a new Internet tool to be launched this month that will enable you to sample a typical NEBS mission with just a click of a mouse. Recorded during an actual multi-sectoral NEBS mission in Buffalo, New York, hosted by Mary Mokka, Business Development Officer at the Buffalo Consulate General, this "virtual NEBS" features a series of short video snapshots of the many activities offered to participants, and allows site visitors to see and hear speakers on a wide range of topics relating to exporting to the United States.

You can:

- visit a port of entry to see trucks being processed;
- tour a warehouse that could store your product and give you a U.S. address;
- visit a Canadian Consulate for a one-on-one meeting with the officer responsible for handling your product or service;
- hear from U.S. Customs officials, a Customs broker, freight forwarder and manufacturer's representative;

- glean essential information about distribution methods, business immigration, the U.S. banking system and U.S. taxes for Canadians doing business in the States;
- gain valuable advice from an accountant and lawyer.

For companies interested in attending a mission but unable to do so because of cost or location, we are working on the production of a CD-ROM that contains the full six-hour mission. Another project under consideration is the construction of a pre-NEBS mission chat room for potential participants. Check the *U.S. Connection*

page in *CanadExport* for these and other exciting future developments!

For more information on the NEBS program, or to register, contact your nearest International Trade Centre. For the full list of upcoming NEBS missions, see our Internet site (*below*).

Access the Virtual NEBS from our U.S. Business Page on the DFAIT Website, or go direct to www.insanetech.com/virtualnebs *

Did you know that...

- Over 12,000 Canadian companies have taken part in the NEBS program since it began in 1982.
- Most of these companies are now exporting to the U.S., and many have "graduated" to markets around the world.

NEBS Export Education Mission to San Francisco Gift Fair

Canadian Consulates General in Los Angeles, Seattle and Minneapolis are joining forces on a New Exporters to Border States (NEBS) mission to the **San Francisco International Gift Fair**, February 5-8, 2000. This first-time event introduces Canadian giftware manufacturers and craftspeople to one of the top five gift shows in the United States, and provides information on surrounding markets.

The NEBS mission gives participants a chance to tour San Francisco retailers and the gift fair as well as the **San Francisco Gift and Jewellery**

Mart. A half-day seminar will feature presentations by a U.S. Customs expert, a local sales agent and local buyer, and the three Consulates' Business Development Officers. Companies will be able to assess the western U.S. market for their products, and whether they should approach the market by exhibiting in shows or by appointing agents.

For more information, contact Carl Light at the Canadian Consulate General in Los Angeles, tel.: (213) 346-2756, fax: (213) 346-2767 or e-mail: carl.light@dfait-maeci.gc.ca *