

International trade training programs

Many Canadian colleges and universities offer international trade training programs, including the Forum for International Trade Training's FITTskills program. Also available online, the program allows you to earn Canada's only Certified International Trade Professional (C.I.T.P.) designation. To learn more, go to www.fitt.ca.

Market preparation programs

There are also a number of programs that offer exporters assistance in reaching specific markets. These are:

- **ExportUSA** – this service includes three programs:
 - The New Exporters to Border States (NEBS) program is a key export education tool for companies just starting out in exporting to the United States. It includes a visit to a Canadian Consulate and meetings with trade officers.
 - The Exporters to the United States (EXTUS) program is directed to companies already exporting to the U.S. that want to expand their export business. It includes trade mini-missions that last from one to three days and are often coordinated with trade shows to give participants a close look at a specific sector. It provides sessions with industry experts and helps the exporter establish networks with distributors, representatives and buyers.
 - The Reverse NEBS program serves Canadian companies not yet exporting to the United States by providing seminars in Canada covering the essentials of exporting.

You can access ExportUSA at www.international.gc.ca/can-am/export.

- **New Exporters to Overseas (NEXOS)** – these missions, often revolving around an international trade fair, are designed to introduce Canadian businesses to a European market.

Finding sources of assistance

Exporting is a complex undertaking that demands access to a lot of specialized knowledge. But through TCI, its members and partners, you'll be able to find out just about anything you need to know.

Many of Canada's exporters are also in the business of importing. ImportSource.ca is the importer's gateway to a comprehensive range of resources designed to help with every stage of the import process.

Provincial/territorial and municipal governments, business and trade associations, educational institutions and private industry are all excellent sources of assistance, offering a range of programs and services for exporters.