

New Exporters to Border States Program (NEBS)

United States Trade and Investment Development Bureau (UTD)
Department of External Affairs
125 Sussex Drive
Ottawa, Ontario K1A 0G2
Tel: (613) 993-5726

The New Exporters to Border States (NEBS) program was launched in 1985 to assist small and medium-sized businesses which have not previously exported but are interested in markets in U.S. border states, and which have been identified as being "export ready".

Operated in collaboration with provincial governments and regional offices of the Department of Regional Industrial Expansion (DRIE), NEBS gives small businesses a crash course in the essentials of exporting.

Participants in NEBS missions are taken to the nearest Canadian trade office across the U.S. border and over a one or two-day period are ushered through all phases of exporting from customs clearance procedures to warehousing and distribution of goods. They attend briefings to hear from experts from both the U.S. and Canada such as manufacturers' representatives, freight forwarders, customs brokers, bankers and others familiar with the ins and outs of selling Canadian goods and services in the United States. Participants also have personal interviews with a trade commissioner from the Canadian trade office, who can help them develop a marketing strategy to meet their particular

needs. The visit to the consulate is an excellent opportunity to use the post's network of contacts to arrange follow-up meetings with manufacturers' representatives and potential buyers.

For more detailed information on how you can participate in the NEBS program, contact your local regional office of the Department of Regional Industrial Expansion (see page 16 for DRIE listing).

World Information Network for Exports (WIN Exports)

Trade Development Policy, Planning and WIN Exports Division (TPP)
Department of External Affairs
125 Sussex Drive
Ottawa, Ontario K1A 0G2
Tel: (613) 996-7290

The World Information Network for Exports (WIN Exports) is the primary tool used worldwide by our trade commissioners to match Canadian sources of supply for goods and services with international opportunities.

The computerized WIN Exporters' directory combines data on Canadian exporters and companies expressing an interest in exporting from various federal government data-bases, including the Business Opportunities Sourcing System (BOSS) maintained by the Department of Regional Industrial Expansion.

Companies wishing to be included in WIN Exports should complete a joint WIN/BOSS questionnaire and indicate an interest in exporting. Questionnaires may be obtained by contacting the

trade unit of the nearest regional office of the Department of Regional Industrial Expansion or WIN Exports at the Department of External Affairs at the above address.

International Trade Data Bank

Library Services Division (BFL)
Department of External Affairs
125 Sussex Drive
Ottawa, Ontario K1A 0G2
Tel: (613) 992-6941

The International Trade Data Bank is an information bank based on the United Nations computer tapes which track and list the export and import flow data for 66 major trading nations as well as for groupings such as the European Economic Community (EEC) and the Organization for Economic Co-operation and Development (OECD). The International Trade Data Bank gives current figures, provided by the member countries and listed by product category, on what and how much each country imports, the countries from which it obtains its imported products and the nature, amount and destination of its exported products.