

NEW EXPORTER PROGRAMS

The New Exporters to Overseas (NEXOS) and New Exporters to Border States (NEBS) programs are targeted at Canadian companies that have not previously exported but that are "export-ready".

NEXOS

The NEXOS program helps exporters new to Western Europe gain familiarity with the market by participating in a trade mission. Each NEXOS mission focusses on a specific industry sector in a specific market and normally includes a visit to a major sectoral trade fair. In addition, a NEXOS mission will provide information on the exporter's target markets with emphasis on such areas as customs procedures, market access, shipping, labelling, distribution channels, and currency regulations. The exporter also receives a thorough briefing on how to find an agent, distributor, or associate. The program normally provides a transportation and accommodation package, and pays for common ground transportation.