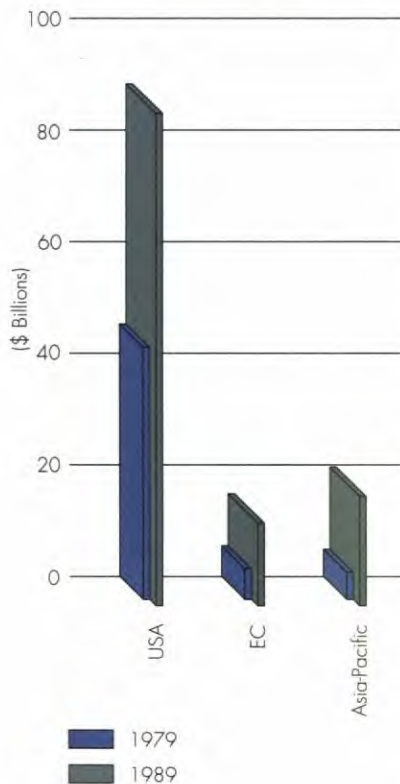


EXPORTS FROM CANADA TO THREE PILLAR REGIONS



"The small size of our domestic market, our capital needs and the importance of continued access to new technology leave Canada no choice but to be open to the world."

The Right Honourable Joe Clark

NEW EXPORTERS TO BORDER STATES PROGRAM (NEBS)

In cooperation with provincial trade departments, NEBS introduces groups of non-exporting companies to the possibility of doing business in the US. Small groups of business people are taken to the nearest Canadian trade office in the US for an intensive two-day program which demystifies US customs clearance procedures, immigration requirements and financial and legal issues related to doing business in the US.

They also meet with American manufacturers' agents and distributors to learn more about US business practices. Some 5 000 potential new export firms have already been exposed to the US market through NEBS and the untapped potential is vast. Fifty per cent of the participants on NEBS missions eventually make an export sale.

NEW EXPORTERS TO THE US SOUTH PROGRAM (NEXUS)

NEXUS was introduced to take graduates of NEBS, together with those companies whose experience is limited to doing business just across the border, to the southeastern or southwestern states, usually to a trade post or selected trade fair. There they receive a briefing from post trade officers who organize meetings with manufacturers' agents, distributors and buyers, as required. In 1989/90, NEXUS mounted 18 missions involving some 250 companies which reported \$100 million in direct sales.

TRADE SATELLITE OFFICES

The US is an array of about six or seven very large regional markets, each having distinct characteristics. To ensure broader market penetration and to take advantage of emerging market opportunities in major metropolitan areas, the concept of "satellite" trade offices was introduced. Each satellite reports directly to a headquarters Consulate or Consulate General. Five new offices were opened in 1989 in San Diego, San Juan, Princeton, Denver and Miami. This makes a total number of 27 trade offices across the US. Canada is currently studying the possibility of opening a 28th office in Phoenix, Arizona.

US GOVERNMENT PROCUREMENT

Estimates of total non-defence spending by all government levels in the US are in excess of \$540 billion. Numerous Canadian companies are now active suppliers to US government agencies. The FTA has lowered the threshold of "Set Aside" (for American suppliers) stipulations from US \$171 000 to US \$25 000, thereby increasing procurement opportunities for Canadian firms by an estimated \$2 billion. EAITC is developing a series of initiatives to access this market, including briefings to Canadian industry on how to pursue these opportunities and bringing US buyers to Canadian trade shows.