

including: project bidding for specific projects outside Canada, and special activities for non-profit, non-sales trade associations (for the benefit of their members).

New Exporters to Border States (NEBS)

Launched in 1985, the NEBS program is a crash course on the essentials of exporting to the United States for small and medium-sized businesses. It provides practical information and first-hand exposure to a nearby market in a U.S. border state. Participants are taken to the nearest Canadian Trade Mission across the U.S. border and, over a one to three-day period, are led through all stages of exporting, from customs clearance procedures to warehousing and distribution of goods. At briefings organized by the mission, participants are addressed by a variety of experts from the United States and Canada, including manufacturers' representatives, freight forwarders, customs brokers, bankers and others familiar with the process of selling Canadian goods and services in the U.S.

Fifty percent of the participants on NEBS missions go on to make an export sale. Some 50 to 60 NEBS missions are organized annually involving approximately 2,000 companies.

Canada International Trade Month (CITM)

October was established as Canada International Trade Month in 1983. Its primary purpose is to make the business community more aware of the importance of international trade to the Canadian economy. EAITC, in cooperation with public and private sector organizations and the ITCs, offers a month-long program of seminars, workshops and presentations across Canada. CITM is launched each year with the presentation of the Canada Export Award.

Marketplace, created in 1985, is a program to bring Canadian Trade Commissioners from missions abroad to meet with the Canadian

business community. This tour represents a unique opportunity for exporters to establish individual contacts and gain valuable information on market opportunities through interviews with experienced Canadian Trade Commissioners.

Technology Inflow Program (TIP)

The TIP promotes the acquisition of recent foreign technology needed by Canadian firms to develop new or improved products, processes and services. It makes use of Canadian government offices abroad to locate and facilitate linkages with foreign sources of technology (TIP Post Services).

ITCs assist Canadian businesses in accessing the program.

Investment Development Program (IDP)

Launched in 1985, the IDP is a federal government initiative designed to encourage both foreign and domestic investment in Canada. The program promotes and supports investments that bring new technologies, capital and employment opportunities to Canada.

Through its network of Trade Commissioners abroad, the IDP informs investment counsellors of opportunities in Canada. The IDP also promotes investments in the form of joint ventures, strategic partnerships and technology transfers.

INTERNATIONAL TRADE CENTRE LOCATIONS

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