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## **What is NEBS?**

NEBS or the New Exporters to Border States program is a crash course for small and medium-sized businesses in the essentials of exporting to the United States. It provides practical information along with first-hand exposure to a nearby marketplace in a U.S. border state. Canadian companies that are not currently exporters will be encouraged to consider the markets just across the border as a natural extension of their home markets. This trend should become increasingly apparent with the implementation of the Canada-U.S. Free Trade Agreement.

The NEBS program is a co-operative activity involving External Affairs and International Trade Canada, Canadian consulates in the northern United States, the regional International Trade Centres and provincial trade departments.



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## **How does the program work?**

NEBS missions may vary from province to province and from one Canadian consulate to another depending on the destination of the mission, the industry sector interests of the participants and the number of participants. A mission can last from one to three days. All missions will include most of the following components:

- pre-departure briefing in Canada on exporting and government services/programs for exporters;
- travel to the U.S. border and/or to the nearest Canadian consulate in the U.S. or another city in the territory of the consulate (normally NEBS missions from Atlantic Canada and Quebec would go to the territory covered by the Canadian Consulate General in Boston; from Ontario and Quebec to Buffalo or Detroit; from Manitoba and Saskatchewan to Minneapolis; and from Alberta and British Columbia to Seattle);