

For more information on NEBS, contact the nearest International Trade Centre or:

United States Business Development (UTI)
Department of Foreign Affairs and
International Trade
125 Sussex Drive
Ottawa K1A 0G2
Telephone: (613) 944-6577
Fax: (613) 944-9119

NEXOS helps exporters learn about new European markets by participating in an educational trade mission. Each NEXOS mission focuses on a specific industry sector in a specific market and includes at least one full day of exporter education, normally through a seminar. Emphasis is placed on how to export to the market covering such topics as customs procedures, market access, shipping, labelling, distribution channels and currency regulations. In addition, visits to a relevant trade show and/or industry association may be undertaken. The cost of the mission is shared with participants; typically, DFAIT extends an APEX air fare and organizes the program while participants pay for their accommodation, ground transportation and associated costs.

For more information on NEXOS, contact:

Trade Fairs and Missions (RENF)
Department of Foreign Affairs
and International Trade
125 Sussex Drive
Ottawa K1A 0G2
Telephone: (613) 996-5555
Fax: (613) 944-1008

Trade Fairs and Missions

The Department of Foreign Affairs and International Trade sponsors and organizes both trade fairs and trade missions. Market information, some financial support, and assistance with the

logistical details associated with participating in these events are provided by DFAIT, thus freeing a company to concentrate on its marketing efforts.

Outgoing Trade Missions

Outgoing trade missions are visits by selected Canadian firms to a target foreign market. They provide an opportunity for new-to-market companies to obtain current information and intelligence in preparation for market entry. Participants gain exposure and establish key contacts, enabling them to make informed decisions upon which to build their export marketing plans. Outgoing trade missions are organized at full cost to participants.

Incoming Trade Missions

Incoming trade missions are visits to Canada by foreign buyers/investors, designed to increase the visitors' knowledge of Canada as a potential source of supply, a place of investment, or to arrange a joint venture. They enable Canadian companies included in the itinerary to promote their goods/services to visitors and develop important business contacts.

Trade Fairs

Trade fairs abroad provide exporters, interested or newly established in the target market, with an opportunity to promote their products and services, identify potential sales opportunities, develop valuable business contacts and/or locate agents and distributors. Trade fairs also enable participants to assess competition from other suppliers and gather market intelligence which will assist them to penetrate the market. New-to-market exporters with under 100 employees may be eligible for some financial assistance while others participate at full cost.

To find out more about upcoming trade fairs and missions, please contact the nearest International Trade Centre.