

BACKGROUNDER

NEBS - New Exporters to Border States

NEBS is a program to support small to medium-sized companies that have not previously been exporters to the U.S. market but which are interested in developing export opportunities in the border states.

NEBS programs or "missions" consist of one or two-day seminars conducted by the staff at Canadian consulates in the border states. Participants gain an understanding of all facets of operating within the United States as well as customs procedures and regulations. Now that the program has been expanded to include tourism, consulate tourism officers help participants to develop market strategies aimed at meeting their particular corporate goals as well as helping them to become familiar with market expectations and the support that can be provided by the Consulate staff.

NEBS missions are organized with the collaboration of External Affairs and International Trade Canada (EAITC), provincial governments and the regional offices of Industry, Science and Technology Canada (ISTC). Markets of interest to NEBS programs include those covered by EAITC posts in Seattle, Chicago, Minneapolis, Detroit, Buffalo, Cleveland and Boston.

NEXUS - New Exporters to U.S. South

NEXUS is a complementary program to NEBS, aimed at small to medium-sized companies which have already demonstrated some success in their export efforts to border states. It is designed to assist these companies to expand their export markets to the American Southwest and Southeast.

NEXUS differs from the NEBS program in that its primary focus is on developing an understanding of the market opportunities available for participants and the best means of gaining access to those new markets. Participants are introduced to the appropriate market contacts and key sales leads.

This seminar type program is designed to be as flexible as possible involving groups of companies with similar interests. Missions last between one and three days, depending on the needs of the participants. Post costs, hospitality and participants' return airfare are covered by the program.