

Typically, companies will qualify for participation in a NEXOS mission if they have demonstrated a sustained and successful marketing effort to the United States or another country over a number of years.

As Western Europe represents a completely new market direction for these companies, the program will emphasize such areas as customs procedures, market access, shipping, labelling, etc. In addition, the posts will outline the market characteristics for the sector in question and work with the companies to develop a program to gain distribution and sales exposure for the companies. The mission can be built around a particular event such as regional or national trade fair or a visit to a trade mart. On the other hand, if such an event is not available, a solo show can be arranged or individual programs developed for each company to teach them about local marketing procedures, introduce them to a range of manufacturers' agents, important contacts in the distribution channel, and, if appropriate, buyers.

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