

First-time Exporter's Guide to U.S. Markets

Anyone with the right product, price, delivery and marketing strategy can sell in the United States.

For most new exporters, the United States is the logical place to start selling their products and services outside of Canada. This section will help new exporters get the information and assistance they need to successfully prepare for the vast and lucrative market south of the border.

How do I prepare for exporting and who is there to help me?

Preparing yourself for entry into the U.S. market requires some diligent homework, but there is a wealth of information available.

Your first stop should be one of the 12 **Canada Business Service Centres (CBSCs)** located across Canada. The primary source of information for small businesses, these centres combine the services of federal and provincial governments and, in some cases, the private sector together under one roof. Your first point of access to the full range of government services and sources of information, CBSCs have experienced staff on

hand to help you cut through red tape, research your export questions and direct you to the best sources of additional information.

For the CBSC nearest you, refer to the listing in the Blue Pages of the phone book, or visit the CBSC Web site at www.cbsc.org.

Available from these offices and on the Internet are three invaluable guides:

- *Your Guide to Government of Canada Services and Support for Small Business* and
- *10 Steps to Export Success* (both on strategis.ic.gc.ca) and
- *Guide to Export Services* (www.infoexport.gc.ca).

Topics covered include financing, accessing new markets, export information, tax requirements and services, export training programs and services, and a variety of other useful notes about how to start your exploration of the export market.

The Government's *InfoExport* and *Strategis* Web sites offer additional advice and information on getting ready to export to

the United States. *InfoExport's* "On the Road to Exporting" is particularly useful. The *ExportSource* Web site (exportsource.gc.ca) offers an export preparation tool to assist small and medium-sized companies become "export-ready."

I've heard that the NEBS program can help new exporters. What is NEBS?

The New Exporters to Border States (NEBS) program provides vital practical orientation for Canadian companies interested in selling to the United States.



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Toll-free Team Canada Inc Export Information Service

The new toll-free Team Canada Inc Export Information Service connects businesses to the full range of government export services and expertise. Whether you are currently exporting, or are new to the opportunities of global markets, this service will make it easier to find the right program, service or expert to consult. Your call is answered by a trained information officer ready to provide answers to your questions and transfer your call directly to the many export services available. The service is available Monday to Friday, 9 a.m. to 5 p.m., in every time zone in Canada.

1-888-811-1119