

Under the NEBS/NEXUS programs, (within External Affairs and International Trade Canada) resources will be provided annually to assist companies to travel into the United States to assess market potential and develop sales strategies for their products and services. Tourism officials at Canadian trade offices throughout the United States will work with tourism associations and companies to promote Canada as a tourism destination and facilitate their access to these new markets.

- 30 -

For more information about these new programs, contact:

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