

(c) Export Mission Support

In addition to financial support available through PEMD, External Affairs and International Trade Canada sponsor three programs to assist export ready companies through specially targetted missions.

i) NEBS

A "New Exporters to Border States" (NEBS) mission walks a group of about 25 small companies through the entire process of exporting. It takes the mystery out of documentation and customs clearance procedures using a "show and tell" approach with seminars in Canada and at one of the northern border posts, and provides information on banking, insurance, agents and distributors, and other aspects of export activity.

Although basically an educational tool, \$50 million worth of direct export sales have resulted after three and a half years of operating the program. Fifty percent of the participants on NEBS missions eventually make an export sale.

ii) NEXUS

The "New Exporters to the U.S. South" (NEXUS) is a new program for the numerous small to medium sized companies from every region of the country who have traded traditionally just over the American/Canadian border as a logical extension of their Canadian operations. Under NEXUS, companies will be encouraged to venture into other U.S. regional markets by participating in outgoing, sectorially based missions, usually to a post or a selected regional trade fair. There, they will receive a briefing on local opportunities from post trade officers who will organize an itinerary of meetings with manufacturers agents, distributors, and buyers, as required.

Contact:

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iii) NEXOS

The "New Exporters to Overseas" (NEXOS) program is aimed at the numerous small to medium sized companies from every region of the country which have traditionally traded only with the U.S. as a logical extension of their Canadian operations.

The objective of NEXOS is to entice exporters to visit Western Europe, to learn how to do business there in a concrete sense, to be exposed to marketing in a European context, and to uncover new opportunities. Flexibility and fast turn around times are the hallmarks of the program.