



HIGHLIGHTS OF REVISED GUIDELINES FOR NEBS PROGRAM WHICH ARE EFFECTIVE APRIL 1, 1997

- * The NEBS program will no longer pay airfare transportation costs for NEBS or NEXPRO participants.
- * Instead of airfares, POSTS may now cover either some accommodation and/or trade show entrance fees. The exceptions will be: Buffalo, Detroit and Seattle, where their NEBS program will remain unchanged.
- * The criteria for SME participation on a NEBS mission remains unchanged - "Canadian Small and Medium Sized Enterprises (SMEs) that are not yet actively exporting to the USA or to the region where the NEBS mission will occur".
- * The NEBS program will be expanded to "NEBS PLUS" on a pilot basis to include Atlanta, Dallas, Los Angeles and Washington DC. The criteria for eligibility for participation by SMEs on a NEBS PLUS mission are: any company with export sales to the USA of less than \$ 2.3 million (CDN) and one that is not currently exporting to the region where the NEBS mission will occur.
- * The Participation Fee which are paid by the SMEs will remain at \$ 100.00 CDN or \$ 75.00 US., per individual.
- * Sector Specific NEBS Missions in conjunction with a national or regional trade shows are to be given priority over Multi Sector Missions.
- * Recruitment will now be the responsibility of the International Trade Centres (ITCs), working with the Provinces, other government departments such as Agriculture/Agri-Food Canada Regional Offices, Industry Canada, etc.), and other Team Canada Partners in cooperation with the Posts.
- * Account Executives (AEs) and Economic Development Officers (EDOs) would be permitted to take part in a Sector Specific NEBS Mission (space available), if they cover all their costs and pay the participation fee. Missions specifically designed for AEs or EDOs must not/not be paid for out of the NEBS budget.
- * NEXPRO participants are permitted to take part in NEBS Sector Specific Missions, under the same conditions as other SMEs.

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