

EXPORT DEVELOPMENT PROGRAMS OFFERED TO CANADIAN COMPANIES BY
EXTERNAL AFFAIRS AND INTERNATIONAL TRADE CANADA

Since 1990, the Canadian tourism industry can participate in export development programs to develop their sales opportunities in the United States and Overseas. Two of those programs are directed to the United States (NEBS - EDM) and one to the Western Europe (NEXOS).

NEBS

The New Exporters to Border States (NEBS) program is designed to be an educational activity and provide businesses that have not previously been exporters to the U.S. market with initial information on how to develop markets and sales in the United States.

NEBS programs consist of one or two-day seminars conducted by the staff at Canadian Consulates in the border states. Participants gain an understanding of all facets of shipping to and operating within the United States as well as customs procedures and regulations. NEBS mission are funded by EAITC and organized by Federal Tourism Offices Abroad with the cooperation of Provincial/Territorial Governments and the Regional Offices of Industry, Science and Technology Canada.

EDM

The Export Development Mission (EDM) program to the U.S. is a complementary program to NEBS, aimed at small to medium sized companies which have already demonstrated some success in their export efforts to border states. It is designed to assist these companies expand their export markets beyond nearby states.

EDMS differ from the NEBS program in that its primary focus is on developing an understanding of the market opportunities available for participants and the best means of gaining access to those new markets. EDM program missions, often coinciding with a visit to a trade show, are organized by Canadian Consulate tourism staff in response to emerging trends in the areas for which they are responsible.

Provincial/Territorial Governments and Regional Offices of Industry Science and Technology Canada also co-operate with this program.

NEXOS

The New Exporters to Overseas program (NEXOS) is aimed at the small and medium sized companies from every region of the country which have traded traditionally usually just with the U.S. as a logical extension of their Canadian operations. NEXOS is designed to lead these companies into expanding their activities overseas in Western Europe.

As Western Europe represents a completely new market direction for these companies, the program will emphasize strongly on areas such as customs procedures, market access, shipping, etc. 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.