

fair. Since the firms are already experienced exporters, emphasis on customs procedures, market access, etc. is limited. Instead, the Canadian Trade Mission concentrates on outlining the market characteristics for the sector in question and on developing a program for increased distribution and sales exposure for the companies.

In all, some 25 NEXUS missions involving about 500 firms are undertaken annually.

○ ***New Exporters Overseas (NEXOS)***

NEXOS is a program for teaching rather than marketing, aimed at small to medium-sized companies that have successfully exported but not to Europe. NEXOS missions are generally organized around major trade fairs in Western Europe in order to provide the best overview of what is happening in a given sector at a specific time. The objective is to entice exporters to that market, to teach them the practicalities of doing business there, to expose them to marketing in a European context, and to uncover new opportunities.

The program concentrates on providing information on customs procedures, market access, shipping, labelling, etc. In addition, Canada's foreign missions will arrange workshops and speakers to outline market characteristics for the sector in question and work with the companies to develop a program for increased distribution and sales exposure for them. Missions usually last one week.

○ ***Canada Export Trade Month (CETM)***

October was established as CETM in 1983. Its primary purpose is to make the business community more aware of the importance of export trade to the Canadian economy. In co-operation with public and private sector organizations, EAITC, through the ITCs, offers a month long schedule of seminars, workshops and presentations across Canada. CETM is launched each year with the presentation of the Canada Export Awards at a gala dinner co-sponsored by the Canadian Exporters' Association.