

Canadian trade office across the U.S. border and go through a step by step program on the entire process of exporting. Information about documentation and customs procedures, insurance, agents and distributors is provided as well as advice on marketing strategies and assistance in identifying contacts for follow-up meetings with manufacturers' representatives and potential U.S. buyers. NEBS covers return transportation costs.

For information on NEBS contact:

United State Trade and Investment Division (UTI)  
External Affairs and International Trade Canada  
125 Sussex Drive  
Ottawa Ontario, K1A 0G2  
Tél.: (613) 991-9474  
FAX: (613) 990-9119

**(b) New Exporters to the U.S. South (NEXUS)**

NEXUS is for companies that have traditionally exported to only one U.S. regional market (usually in the northern United States). The workshop format, similar to NEBS, provides information and contacts that assist in expanding into other U.S. markets, particularly in the southern United States. A visit to a local trade fair or event is usually included during the workshop. The program pays return economy airfare to the NEXUS site.

For information on NEXUS contact:

United States Trade and Tourism Development Division (UTO)  
External Affairs and International Trade Canada  
125 Sussex Drive  
Ottawa, Ontario, K1A 0G2  
Tel.: (613) 991-9479  
FAX: (613) 990-9119

**(c) New Exporters to Overseas (NEXOS)**

This program helps exporters new to Western Europe by providing them with the opportunity to learn the essentials of doing business there. Each NEXOS mission focuses on a specific sector in a specific country (e.g., automotive mission to France, aerospace mission to Germany), and includes a visit to a major sectoral trade fair. The program pays for return economy airfare, ground transportation and some hospitality.

For further information contact:

Western European Trade, Investment  
and Technology Division (RWT)  
External Affairs and International Trade Canada  
125 Sussex Drive  
Ottawa, Ontario, K1A 0G2  
Tel.: (613) 996-3298  
FAX: (613) 995-6319

**4. Atlantic Canada Opportunities Agency**

The objective of the Marketing Development Element is to encourage small and medium sized businesses in Atlantic Canada to establish a marketing strategy to maximize revenues through the development and maintenance of domestic and export sales, import replacement and product diversification.

Separate from the studies element, contributions are available for:

- the cost of hiring a qualified person(s) for up to three years for the implementation of a marketing plan;
- the direct costs of developing new packaging, promotional material, advertising, product or equipment demonstrations and participation at trade shows, fairs or missions.

Inquiries should be directed to the regional office nearest you.

**5. Western Economic Diversification Canada**

The Department of Western Economic Diversification is dedicated to broadening the economic base of Western Canada which includes the provinces of Manitoba, Saskatchewan, Alberta and British Columbia. To that end, a major objective is to lessen the dependency of the West on traditional resource based industries and to work toward developing a more diversified economy.

To ensure the achievement of this mandate, a \$1.2 billion fund has been established to support the efforts of the Department. These include support for:

- I. The Western Diversification Program
- II. The International Marketing Initiative
- III. The Quality Assurance Program
- IV. General assistance in areas of Western procurement, pathfinding and advocacy.

(i) The Western Diversification Program is designed to provide financial assistance to projects meeting one or more of the following criteria:

- new product (including plant establishment) development
- new market development
- industry wide productivity improvement
- new technology
- import replacement with Canadian made products

If a project passes one or more of these "diversification tests", it may be eligible for assistance. Projects must also conform to program principles in the areas of risk sharing (WD support is designed to top-up financial participation by the client) and incrementality (the project must demonstrate that it would not proceed without WD support).

Certain projects fall outside the WD mandate, and, generally, will not be eligible for funding. Some of these include: retail ventures, routine expansions, municipal infrastructures or urban developments, social service delivery and financial institutions.

Under the Western Diversification Program assistance comes in the form of contributions. The amount of funding, as well as the terms and conditions, will vary from the project to project and will be subject to audit. Normally, it will be required that the contribution be repaid. Businesses of all sizes are eligible to apply.

(ii) The International Marketing Initiative is a program designed to assist companies to participate in major, international marketing events, usually through financial support to offset travel, design and shipping costs.

(iii) The Quality Assurance Program is designed to provide Western Canadian companies with some financial support to enable them to upgrade their quality assurance systems in order that they may increase their competitive position when bidding on government and overseas contracts.

(iv) Western Diversification is responsible for maintaining the Western Procurement Initiative which is a federal directive aimed at significantly increasing high value-added federal government purchasing of goods and services from Western Canadian firms. In addition, Western Diversification can offer pathfinding to assist companies identify other federal and provincial government programs.