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# news release

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## NEW PROGRAMS FOR THE TOURISM INDUSTRY

International Trade Minister John C. Crosbie and Tom Hockin, the Minister of State (Small Businesses and Tourism), today announced that the Canadian tourism industry will now be able to participate in two export development programs aimed at the U.S. market.

NEBS (New Exporters to Border States) provides small and medium-sized businesses with initial information on how to develop markets and sales in the U.S.. NEXUS (New Exporters to U.S. South) helps successful exporters to border states to increase their market penetration into the southern American states (see attached background information).

Mr. Crosbie said that making resources available under these programs demonstrated his department's commitment to the tourism industry as an important component of Canada's international trade efforts. "While the tourism industry is not an exporter in the traditional sense, revenues generated by international tourism are important to the health of our economy. If we can help the industry attract more tourists from the U.S., we are helping to build a stronger economic base across all of Canada," he said.

Mr. Hockin noted that this initiative provides concrete recognition of the importance of the tourism industry to the Canadian economy. "Tourism must increasingly become a strategic industry for Canada," he said. "Programs such as NEBS and NEXUS provide yet another way of integrating the tourism industry into the Government's overall support for industry".

By the turn of the century, according to some forecasters, tourism will be the world's number one industry. Already, it ranks as Canada's second largest source of foreign revenue, behind the automotive/automotive parts sector. In 1988, foreign visitors spent \$6.8 billion in Canada, helping to provide over 630,000 jobs for Canadians.

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Under the NEBS/NEXUS programs, (within External Affairs and International Trade Canada) resources will be provided annually to assist companies to travel into the United States to assess market potential and develop sales strategies for their products and services. Tourism officials at Canadian trade offices throughout the United States will work with tourism associations and companies to promote Canada as a tourism destination and facilitate their access to these new markets.

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For more information about these new programs, contact:

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## **BACKGROUNDER**

### **NEBS - New Exporters to Border States**

NEBS is a program to support small to medium-sized companies that have not previously been exporters to the U.S. market but which are interested in developing export opportunities in the border states.

NEBS programs or "missions" 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 operating within the United States as well as customs procedures and regulations. Now that the program has been expanded to include tourism, consulate tourism officers help participants to develop market strategies aimed at meeting their particular corporate goals as well as helping them to become familiar with market expectations and the support that can be provided by the Consulate staff.

NEBS missions are organized with the collaboration of External Affairs and International Trade Canada (EAITC), provincial governments and the regional offices of Industry, Science and Technology Canada (ISTC). Markets of interest to NEBS programs include those covered by EAITC posts in Seattle, Chicago, Minneapolis, Detroit, Buffalo, Cleveland and Boston.

### **NEXUS - New Exporters to U.S. South**

NEXUS 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 to expand their export markets to the American Southwest and Southeast.

NEXUS differs 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. Participants are introduced to the appropriate market contacts and key sales leads.

This seminar type program is designed to be as flexible as possible involving groups of companies with similar interests. Missions last between one and three days, depending on the needs of the participants. Post costs, hospitality and participants' return airfare are covered by the program.

NEXUS missions are organized by Canadian Consulate staff in response to emerging trends in the areas for which they are responsible. Missions are also organized by provincial organizations or International Trade Centres in response to specific sectoral needs and interests. The regions covered by consulate staff in San Francisco, Los Angeles, Dallas, Atlanta and New York are the primary market areas targeted by NEXUS, although other Consultates could become involved, depending on particular market needs or opportunities.