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New exporters to border states  
(NEBS)  
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## **New Exporters to Border States (NEBS)**

### **WHAT IS IT?**

The New Exporters to Border States (NEBS) is a crash course for small and medium-sized businesses on the essentials of exporting to the United States. NEBS provides practical information along with first-hand exposure to a nearby marketplace in a U.S. border state.

A cooperative activity involving the Department of Foreign Affairs and International Trade Canada (DFAIT), Canadian consulates in the northern United States, the regional International Trade Centers and provincial trade departments.

### **WHO IS ELIGIBLE?**

Any Canadian business ready to export that is not already exporting its products to the U.S. on a regular basis.

### **HOW DOES IT WORK?**

Representatives from eligible businesses will travel on one-to-three day missions to a U.S. border state. Missions include most of the following components:

- pre-departure briefing on exporting and government services/programs to exporters;
- travel to the U.S. border and/or to the nearest Canadian Consulate in the U.S. or another city in the territory of the consulate (normally NEBS missions from Atlantic Canada or Québec go to Boston; Ontario and Québec to Buffalo or Detroit; Manitoba and Saskatchewan to Minneapolis; Alberta and British Columbia to Seattle);
- talk by U.S. manufacturers' representative, sales agent, distributor or buyer, tour of a related trade show or trade mart; and/or visit to local wholesalers and/or retailers;
- briefing on the local trade market and one-on-one interviews with Canadian consulate trade officer(s);
- exporters' information kit from the Canadian consulate.

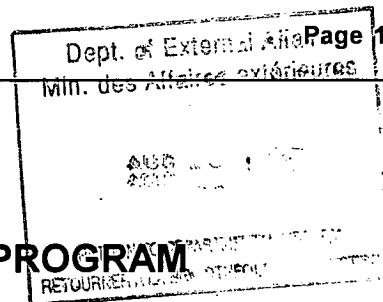


## WHAT ABOUT FUNDING, COSTS?

The participants pay all personal expenses including hotel accommodations and meals. A non-refundable user fee of \$100 Canadian is requested from NEBS participating companies. All transportation and program related costs are covered by DFAIT. Transportation is by chartered bus or plane, depending on distance and event location.

## HOW TO APPLY?

Contact the nearest International Trade Centre for more information about specific NEBS missions that are being planned and ask to be put on the center's list of potential NEBS participants.



## 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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