



**Thursday July 22, 2021 2:00 – 4:00 p.m. EDT**

The Canada-United States-Mexico Agreement (CUSMA, USMCA in the United States, or T-MEC in Mexico) recognizes the fundamental role of small and medium-sized enterprises (SMEs) in the North American economies and seeks to promote participation of SMEs in digital trade to access new markets. Small businesses can expand their online sales to customers in the United States, Canada and Mexico by utilizing free online e-commerce tools and resources as well as small business counseling services.

**Register Now for a Free Webinar:**

**Accessing CUSMA Markets with E-Commerce: Tools for SMEs to Increase Online International Sales**

In this session you will:

- Learn from U.S., Mexican and Canadian small businesses, small business counselors, and government experts about tools and strategies to increase your e-commerce sales across North America.
- Explore more resources to help you trade across North America on Canada's [CUSMA Website](#), at <https://www.sba.gov/tradetools> linking to the U.S.' [Trade.gov/USMCA](#); and on Mexico's [T-MEC Website](#).

To hear this WebEx presentation, participants can join via the phone or they may select computer audio broadcast for one-way listen mode. U.S., Mexico and Canada access numbers are available. Please register:

<https://trade.webex.com/trade/onstage/g.php?MTID=e1a7f887942224e695f8cff071ea4222e>