

- e) improve the export preparedness of Saskatchewan business;
- f) reduce duplication through integration, streamlining and coordination of programs and resources; and,
- g) support improved market access through reduction of international trade barriers and by assisting Saskatchewan companies to resolve market access disputes and concerns.

II. PRINCIPLES

3. The Parties will be guided by the following principles in implementing this Memorandum of Understanding:
- a) A fundamental requirement to maximize the effectiveness and efficiency of government international business development services to meet the needs of the private sector client. Government resources and services for international business development should be focused on areas with greatest potential for improved export performance, job creation, and development of competitive, export-oriented industries;
 - b) The Saskatchewan business community will be an active participant in the development of governments' international business planning and delivery mechanisms;
 - c) The implementation of this Memorandum of Understanding should lead to the provision of an integrated international business development service to clients. All federal and provincial agencies that have a significant role in international business development are encouraged to participate in this Memorandum of Understanding; and,
 - d) Within the parameters of this Memorandum of Understanding, the Parties are prepared to accommodate and work with any new mechanism or organizational structure (such as a public/private partnership) that may be developed by one or more of the Parties.

III. SPECIFIC AREAS OF CONSULTATION AND COOPERATION

INTERNATIONAL TRADE DEVELOPMENT

- 4. Within the context of Canada's International Business Strategy (CIBS), the Parties, in consultation with Saskatchewan business, will develop an international trade strategy for Saskatchewan. The strategy will provide the basis for the planning processes of the Parties, the identification of the roles and responsibilities of the Parties and the targeting of resources.
- 5. To ensure that the processes developed under the auspices of this Memorandum of Understanding meet the requirements of the business community, the Parties, through the management committee, will establish a Saskatchewan Trade Advisory Group to provide advice and guidance on the development of the strategy and the planning and delivery of international business development services.