

- ii. Develop criteria for the measurement of export services; and investment from domestic and foreign sources. Establish base-line measurements and develop targets for improved performance in the export of services; and investment from domestic and foreign sources.
- iii. Share information on trade enquiries and look at developing better mechanisms for the handling of trade enquiries from Manitoba companies, and handling enquiries received at trade shows and trade centres.
- iv. Consult on the design, development and delivery of trade development programs, including New Exporters to Border States (NEBS) and The Program for Export Market Development (PEMD) taking into account the specific needs and interests of Manitoba businesses.
- v. Cooperate in the exchange of information including program results for PEMD and Manitoba export assistance programs.
- vi. Examine the implications and feasibility of Manitoba delivering PEMD.
- vii. Make joint efforts at home and abroad to assist Manitoba companies to be better positioned to bid on projects funded by international financing institutions.

b) MISSIONS AND TRADE SHOWS

The Parties will:

- i. Coordinate planning for and participation in missions and trade shows and with incoming buyers and delegations.
- ii. Support jointly agreed-to Manitoba-based events for trade and investment, within existing resources, recognizing that hosting events within the province can be a cost-effective way to develop trade and provides many spinoff benefits.
- iii. Develop criteria for the recruitment, qualification, and preparation of participating firms in export related events.
- iv. Develop criteria and methodology for reporting the value of export related events.

c) EDUCATION AND TRAINING

Recognizing small and medium sized enterprises (SME's) are the largest group of clients and that education and training are the most effective means to increase the number of export-ready companies, the Parties will cooperate in streamlining their activities in:

- i. Developing, promoting and delivering export education and training programs in conjunction with the private sector.
- ii. Supporting academic institutions and initiatives by other groups in better meeting the needs of Manitoba businesses.