

is brought up to date to meet international trade requirements. This should not be just another highway funding scheme. As the Minister of Transport has already indicated, such a program would encourage the testing of advanced technologies such as electronic sensing devices, which monitor freight movements and provide relevant weather data, and provide information to make processing at border crossings faster. It should also include provisions to recognize the importance of airside and road connections to airports as integral elements of the corridor.

Recommendation

Proceed as soon as possible to provide Government of Canada financial incentives for the provinces to improve their multimodal and trade infrastructure, specifically to link the existing systems into north-south connections in the corridor.

- 7.17 As the Government of Canada establishes its incentives for corridor development, it should include a portion for funding educational and training capabilities. The recent US legislation for transportation development included \$228 million in funding for colleges, universities and transport institutes to undertake research and develop educational capabilities in fields such as logistics and professional studies related to trade and transportation. For Canada, a similar educational investment at the national level seems to be overdue.

Recommendation

Assign a portion of any federal government funding for Corridor development to undertake trade-related research and to establish educational programs in international trade and transportation at the professional level.

- 7.18 In identifying innovation as a desired hallmark of this corridor, the Task Force pointed to the need to establish unique elements in how it operates and how it represents its advantages. One of the ways to build a uniqueness in this region would be to establish a pan-corridor electronic freight market which would link the users and transportation organizations across the region. Based in Winnipeg, it would serve much like the Multiple Listing Service for real estate, providing the opportunity for bidding on the transportation requirements of shippers. It would create a highly efficient system to keep transportation costs as competitive as possible in a near-perfect market, and create unique corridor capability.

Recommendation

Initiate a feasibility study into the creation of an electronic freight market to connect shippers throughout the region with air, rail, marine and truck carriers, and enable them to work jointly to maximize their efficiencies.