

II. PRINCIPLES

3. The Parties will be guided by the following principles in implementing this Memorandum of Understanding:
 - a) Government strategies, programs and services should focus on meeting the needs of the private sector.
 - b) Governments should provide coordinated service to clients, both in Canada and internationally. Service should be accessible to clients, coordinated in delivery, and communicated effectively.
 - c) Partnerships between governments and with the private sector should build on existing strengths and collaborative efforts.
 - d) 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.

III. SPECIFIC AREAS OF CONSULTATION AND COOPERATION

STRATEGIES AND PLANNING

4. The Parties will cooperate, in consultation with business, in the development of strategies and business plans for international business development, including the establishment of sector priorities and target markets, and the allocation of resources.

International Trade Business Plan

5. The Parties will use the International Trade Business Plan (ITBP) as the principal planning vehicle to coordinate international business development efforts through the following:
 - a) The federal government will provide for timely and full participation by Alberta in the development of the ITBP.
 - b) The ITBP will reflect, as fully as possible, Alberta priorities in international business development activities.
 - c) IC, in concert with other partners including AEDT and AAFRD, will provide strategies for industry sectors and DFAIT will provide the international framework within which such needs can be assessed and addressed.