

- ◆ The Parties will continue to review their international business development programs and services, recognizing that technology and global awareness have changed the role that government plays in assisting business in the global marketplace, and that fiscal pressures are causing governments to streamline and coordinate programs and services.
- ◆ International business activities are important functions of a number of federal and provincial departments and agencies. Improved coordination of all international business activities is essential to efficiently expanding Canada's exports and increasing investment inflow.
- ◆ There are many opportunities for effective collaboration in international business activities amongst the Parties and the other western provinces in western Canada. The efforts to develop cooperative strategies and programs must be supported and strengthened by the Parties for the benefit of Saskatchewan, the western provinces and Canada.

**ACKNOWLEDGING** a need to develop and communicate effective strategies and initiatives for international business development, in consultation with the business community and focused on the needs of business,

**THE PARTIES HAVE REACHED THE FOLLOWING UNDERSTANDING**

**I. GOALS**

1. The Parties have determined the need to focus on the following Saskatchewan goals for international business development to the year 2000:
  - a) to increase the value of non-traditional exports;
  - b) to increase the number of "export ready" companies; and,
  - c) to expand job creation by increasing the number of foreign companies considering Saskatchewan as a location for investment. Priority will be given to identifying and encouraging manufacturing and processing firms and service providers that export a significant percentage of their planned output.
2. To achieve these goals, the Parties will work together, and with the business community, to:
  - a) improve the competitiveness and international business performance of Saskatchewan companies;
  - b) integrate the planning and delivery of international business development activities undertaken by the Parties and the business community;
  - c) improve the linkages between business and government on trade, technology, and investment promotion activities;
  - d) ensure the timely and effective dissemination of trade, investment and technology information, intelligence and opportunities to the business community;