

- ii. The Parties will look for ways to improve the exchange of information and databases. Subject to technical and financial feasibility, the Parties will examine ways to improve the compatibility and integration of their existing and future information systems, which support international business development.

b) MARKET INTELLIGENCE AND INFORMATION

The Parties will work together to identify the information requirements of the business community for foreign markets intelligence, assessments and studies.

DFAIT will provide to the Parties, on a timely and consistent basis, market intelligence trade show reports, business opportunities and sourcing requests from Canadian posts abroad.

c) COMMUNICATION LINKS

The Parties will establish internal work practices to encourage increased and timely communication and exchange of information between the various parts of their organizations.

The Parties will establish direct telecommunications between Canadian posts abroad and federal and Manitoba offices, subject to technical and financial feasibility.

3. INTERNATIONAL TRADE DEVELOPMENT

The Parties recognize the need to encourage firms to expand and diversify their international business activities and on the need for governments and the private sector to develop effective business development and market penetration strategies.

The Parties further recognize the benefits of a coordinated team approach essential to eliminate duplication and improve the delivery of trade development services and programs to business and therefore commit to:

- Strengthen existing collaboration arrangements between their respective organizations;
- Maximize the integration of federal and provincial planning, resources, and program delivery; and
- Delineate their respective roles and responsibilities in the design and delivery of international trade development programs and activities which best serve client needs and enhance export performance of Manitoba firms.

a) TRADE DEVELOPMENT PROGRAMS AND SERVICES

The Parties will:

- i. Cooperate in sharing information, including market and sector studies and consult where possible on terms of reference and priorities for market research.