

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;

HAVE REACHED THE FOLLOWING UNDERSTANDING

I. GOALS

1. The Parties have established the following Alberta goals for trade and investment by the year 2000:
 - a) exports of goods and services will reach a total of \$28 billion a year, from a 1994 level of \$21.5 billion;
 - b) the number of exporters will reach a total of 3500, from a 1994 level of 2500; and
 - c) private sector investment in non-energy projects from domestic and foreign sources will reach a total of \$14 billion a year, from a 1994 level of \$10 billion.
2. To achieve these goals, the Parties will work together, and in collaboration with the business community, to:
 - a) strengthen cooperation in the planning and delivery of international business development activities;
 - b) improve the linkages between business and government on trade, technology, and investment promotion activities;
 - c) ensure the timely and effective dissemination of trade, investment and technology information, intelligence and opportunities to the business community;
 - d) improve the export readiness of Alberta companies through education and training;
 - e) improve the competitiveness of Alberta companies through knowledge and diffusion of technology development, changing practices, and market information and intelligence; and,
 - f) reduce duplication through integration, streamlining and coordination of programs and resources.
 - g) support improved market access through reduction of international trade barriers and by assisting companies to resolve market access disputes and concerns.