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ONTARIO AND CANADA SIGN MOU ON INTERNATIONAL BUSINESS DEVELOPMENT COLLABORATION

The signing of a memorandum of understanding (MOU) between Ontario and the federal government to improve co-ordination of international business development activities was announced today by International Trade Minister Roy MacLaren, Industry Minister John Manley and Ontario Economic Development and Trade Minister Frances Lankin.

The MOU provides for co-ordinated planning and delivery of trade and investment activities and information sharing. It follows Ontario's 1993 decision to close its 17 international offices and responds to private sector demands to cut duplication and increase efficiency in trade and investment marketing.

"We want to ensure greater co-operation and collaboration between the two levels of government in the delivery of international business activity," Mr. MacLaren said. "This is a perfect example of what we can achieve when we put our minds to building a Team Canada approach to global markets. We intend to work with other provincial governments to achieve similar arrangements."

Ms. Lankin said the MOU represents progress toward the ultimate goal of eliminating duplication of effort and making better use of public resources for international business. "We see this as a significant first step," she said. "We support a team approach, and we look forward to developing more effective partnerships to promote business efforts in international markets."

"Both levels of government recognize that encouraging innovation, upgrading skills and increasing access to technology are keys to success," said Mr. Manley. "This MOU will encourage collaborative activities and an exchange of views that reinforce Canada's industrial and technological competitiveness."

The MOU seeks to broaden the access of Ontario business to international markets, improve export preparedness, strengthen



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