

MEMORANDUM OF UNDERSTANDING
ON
CANADA-ALBERTA COOPERATION
ON
INTERNATIONAL BUSINESS ACTIVITY

The Department of Foreign Affairs and International Trade (DFAIT);

Industry Canada (IC);

Alberta Economic Development and Tourism (AEDT); and

Alberta Agriculture, Food and Rural Development (AAFRD);

hereinafter referred to as the "Parties";

RECOGNIZING that:

- Alberta must rely on increased exports to generate wealth and create jobs. International investment and strategic alliances are also increasingly important to support economic growth, while technology ties with international partners help industry to remain competitive.
- While resource and commodity exports will continue to be important, Alberta must increase exports of value added goods and services in order to expand its economy. This requires a greater international orientation by both government and business. Improved international awareness, marketing skills and the application of new technologies are essential in order for Alberta to succeed in the global market. Significant efforts within and outside Alberta are needed to improve export performance, increase the number of exporters and expand and diversify markets.
- The business community is responsible for generating exports and investments. Government also has an important role in international export development through lowering trade barriers, securing an open trade environment, assisting companies to access international markets and assisting companies to remain competitive through acquisition and use of new technologies.
- The federal and provincial governments 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.