

- e) Improve the competitiveness of Manitoba companies through the knowledge and diffusion of technology development, changing practices, and market information and intelligence.
- f) Reduce duplication and increase effectiveness through integration, streamlining and coordination of programs and resources.
- g) Create the focal point around which all trade and investment programs in Manitoba can be coordinated.
- h) Support improved market access through the reduction of international trade barriers and by assisting Manitoba companies to resolve market access disputes and concerns.

## II. PRINCIPLES

The Parties will be guided by the following principles in implementing this Memorandum of Understanding:

- a) Government strategies, programs and services should focus on meeting the needs of the private sector. A key role of Governments is to provide the business community with accurate and timely information.
- b) Governments should provide coordinated services to clients, both in Canada and abroad. Services should be accessible to clients, coordinated in delivery, and communicated effectively.
- c) Partnerships between Governments and with the private sector should build on existing strengths and collaborative efforts.

## III. SPECIFIC AREAS OF CONSULTATION AND COOPERATION

### 1. STRATEGIES AND PLANNING

The Parties, in consultation with the Manitoba business community, will cooperate in the development of strategies and business plans for international business development, including the establishment of sector priorities and target markets, and the allocation of resources.

- a) **CANADA'S INTERNATIONAL BUSINESS STRATEGY**
  - i. The Parties will use Canada's International Business Strategy (CIBS) as the principal planning vehicle to coordinate international business development efforts.
  - ii. The federal government will provide for timely and full participation by Manitoba in the development of the CIBS.
  - iii. The CIBS will reflect, as fully as possible, Manitoba priorities in international business development activities.