

assisting business in the global marketplace, and that fiscal pressures are also causing governments at all levels to streamline and coordinate programs and services for increased effectiveness.

There are many opportunities for effective collaboration in international business activities amongst the four western provinces. The efforts of the western provinces to develop cooperative strategies and programs must be supported and strengthened for the benefit of Manitoba, the western provinces and Canada.

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.

THE PARTIES HAVE REACHED THE FOLLOWING UNDERSTANDING

I. GOALS

1. The Parties believe that Manitoba businesses in partnership with government can achieve the following targets for trade and investment by the year 2000.
 - a) Exports of merchandise trade should increase 60% to reach a total of \$5.65 billion, from a 1993 level of \$3.53 billion.
 - b) Total non-U.S. exports of merchandise trade should increase by 75% to reach a total of \$1.85 billion from a 1993 level of \$1.05 billion. While the U.S. will continue to be Manitoba's most important market, Manitoba will have increased the diversification of its markets and will have lessened its dependence on the U.S.
 - c) The number of exporters should increase from a 1993 base of 972 to 1,200 (from a potential business population of 2,400 firms).
 - d) There should be a significant improvement in the exports of services.
 - e) There should be a significant increase in investment in Manitoba industry.
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 programs and 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 Manitoba companies through education and training and awareness.