

- d) DFAIT, in consultation with AAFC, will provide to the Parties market intelligence, trade show reports, business opportunities and sourcing requests from Canadian posts abroad on a timely basis; and
- e) IC and AAFC will provide strategic sector intelligence to assist industry in assessing export market opportunities.

Missions and Trade Shows

14. The Parties will:

- a) cooperate in the planning for and participation in outgoing missions and foreign trade shows, and incoming buyers and delegations, provided for in the CIBS;
- b) support jointly agreed-to Saskatchewan-based events for trade and investment within existing resources; and,
- c) develop criteria for the recruitment, qualification, and preparation of participants in export related events.

Education and Training

15. Recognizing that small and medium enterprises (SMEs) are the largest group of clients and that export education and training is crucial if there is to be an increase in the number of export-ready companies, the Parties will cooperate and streamline their activities in:

- a) developing, promoting and delivering export education and training programs in consultation with the business community;
- b) supporting academic institutions and initiatives by other groups to better meet the needs of Saskatchewan businesses; and,
- c) developing and encouraging joint staff training programs.

INVESTMENT PROMOTION

- 16. The parties will cooperate to maximize the combined effectiveness of investment promotion efforts. Canadian posts abroad will, where possible, provide assistance to Saskatchewan officials, on request, to identify targeted firms, to provide intelligence on said firms, and to help arrange meetings with selected firms in their respective areas.
- 17. Saskatchewan officials will cooperate with Canadian posts abroad by providing to all Parties intelligence on industry sectors and investment opportunities in Saskatchewan.