

- (a) MEDT, DFAIT and IC will exchange information such as that contained in the World Information Network (WIN), Strategic Business Information Service, and Opportunities Management System (OMS) databases, including non-confidential firm specific information, current international business capabilities and their trade, technology and investment activities and interests;
- (b) MEDT will, in concert with IC's regional office, identify the information requirements of the Ontario business community for foreign markets intelligence, assessments and studies and provide DFAIT with these requirements in a timely manner;
- (c) DFAIT will provide to IC and MEDT, on a timely and consistent basis, market intelligence, business opportunities and sourcing requests from foreign posts. Such information or requests will be forwarded directly from foreign posts to designated MEDT, IC, and other client contacts;
- (d) MEDT, IC and DFAIT will establish internal work practices to encourage increased and timely communication and exchange of information between the various parts of their organizations;
- (e) to facilitate and encourage communications between the federal foreign posts and MEDT, seamless direct telecommunications access links will be made available in 1994, subject to technical and financial feasibility. On any MEDT requests for logistical support or assistance from posts beyond the routine exchange of information, guidance will be sought from the appropriate geographic branch at DFAIT headquarters.

INTERNATIONAL TRADE DEVELOPMENT

8. MEDT, DFAIT and IC agree on the need to encourage firms to expand and diversify their International business activities and on the need for governments and the private sector to develop effective business development and market penetration strategies. This will require both an export education emphasis by MEDT to help more firms reach "export ready" status and to encourage existing exporters, particularly SMEs, to pursue new market opportunities; and a strategic intelligence emphasis by DFAIT and IC to assist industry in assessing export market opportunities. MEDT, DFAIT, IC recognize that the development of export education and awareness products is a shared responsibility.