

- b) share information on trade enquiries and look at developing better mechanisms for the handling of trade enquiries from Alberta companies, and handling enquiries received at trade shows and trade centers;
- c) coordinate the development and delivery of trade development programs such as New Exporters to Border States (NEBS), New Exporters to Mexico (NEWMEX), the Program for Export Market Development (PEMD) and the Cooperative Overseas Marketing Program (COMP);
- d) cooperate in the exchange of program results for PEMD and Alberta export assistance programs;
- e) examine the implications and feasibility of delivery of PEMD by Alberta; and,
- f) make efforts at home and abroad to assist Alberta companies to be better positioned to bid on projects funded by international financial institutions.

Missions and trade shows

17. The Parties will:

- a) cooperate in the planning for and participation in missions and trade shows, and incoming buyers and delegations, provided for in the ITBP;
- b) support jointly agreed-to Alberta-based events for trade and investment within existing resources, recognizing that hosting events within the province is a cost-effective way to develop trade and provides many spinoff benefits; and,
- c) develop criteria for the recruitment, qualification, and preparation of participants in export related events.

Education and training

18. Recognizing that Small and Medium Sized Enterprises are the largest group of clients and that education and training are the most effective means to increase 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 private sector;
- b) supporting academic institutions and initiatives by other groups such as the Forum for International Trade Training (FITT);