

MEMORANDUM OF UNDERSTANDING
ON
CANADA-MANITOBA COOPERATION IN
INTERNATIONAL BUSINESS ACTIVITY

The Department of Foreign Affairs and International Trade (DFAIT),

Industry Canada (IC),

Manitoba Industry, Trade and Tourism (MITT), and

The Manitoba Trading Corporation (MTC), hereafter referred to as the "Parties"

RECOGNIZING THAT:

Manitoba, with a small domestic market, must rely on increased exports to generate wealth to maintain quality of life. Investment, both from within the province and external sources, is essential to support economic growth. International technology ties are also increasingly important, to maintain industry competitiveness and enhance trade.

While Manitoba has long been a trading region, the basis of trade has been commodities. To expand its economy, Manitoba must increase exports of value added goods and services. This requires a greater international orientation by both government and business. Improved international awareness, marketing skills and the application of new technologies are essential for Manitoba business to succeed in the global market.

The needs of companies can vary from region to region and the specific needs of Manitoba business may require different program strategies and implementation from those of other regions.

The business community is responsible for generating exports and investments. However, government has an important role in lowering barriers, securing an open trade environment, assisting companies to access international markets and assisting companies to remain competitive through access to new technologies. Significant effort in Manitoba is needed to increase the number of export ready firms, and to expand and diversify markets for Manitoba products and services.

International business activities are important functions of a number of Federal and Provincial departments and agencies. Improved coordination of all international business activities is essential to efficiently expanding Canada's exports and increasing investment inflow.

The Parties will continue to review their international business development programs and services, recognizing that technology and global awareness have changed the role that government plays in