

In addition, the linkages in this economic and trade region go beyond the transportation system and the array of commodities or manufactured products moving along it. Trade and economic development issues encompass the exchange of services, as well as products. Among these services are the transmission of electrical power, pipelines, telecommunications, tourism, investment and cultural exports.

Educational and other knowledge-based services are of special significance for the future of the corridor. Their integration with technology projects across the region has considerable implications for future economic development.

The movement of people, as well as goods and services, is of crucial consequence. The growth of eco-tourism, cultural industries and the attractiveness of other business climate features of Manitoba are of growing significance to the north-south reorientation.

These services sector connections along the Mid-Continent International Trade Corridor are increasingly important, if often less obvious than traditional elements of trade. They constitute some of the fastest-growing segments of the North American economy and are vital to the business development objectives of the corridor.

For Manitoba, and Winnipeg in particular, this corridor has necessitated a change from traditional perspectives and involved a fundamental repositioning of the international trade strategies of its governments and industries.

### *Beyond Transportation*

The most typical public perception of corridor systems has transportation as its principal focus. The reality, however, is that international trade and business activities are the more crucial, but less visible, factors that constitute the corridor and create their ultimate value. The transportation system does not exist for its own purposes, but serves the needs of people and the firms using it within Canada and internationally.

For the Mid-Continent International Trade Corridor to grow and prosper, it first needs the economic and business activities that constitute the fundamental market which provides for its development. Transportation capability is not the primary reason why Canadian companies and industries are exporting. The real reasons have been the fundamental shift in business attitudes towards global markets and the necessity of trade as an increasingly important element of the strategies of companies.