

## Potential benefits of cooperation

For Associations:

- the additional revenues to be received from shared activities and contracts;
- the experience and skills to be gained by the associations;
- greater visibility for the associations; and
- greater credibility for the associations in the eyes of the business community.

For the Department:

- greater circulation of information between the Department and business people; and
- shared responsibility for the organization of events.

Through cooperation, associations can hope to increase, in order of importance:

- the quality of the business and political contacts they can provide;
- the extent to which their operational methods suit the needs of businesses;
- the quality of their services; and
- their membership.

The associations would be prepared to work with the Department in these four activities:

- trade and ministerial missions;
- trade fairs and catalogues;
- networking and twinning; and
- conducting market studies.