

Promotion Corporation (KOTRA), the Korea Development Bank (KDB), and the Korea Foreign Trade Association, which are widely circulated in the Korean business community.

The Canadian side indicated its intention to disseminate this information through relevant publications, for example, CanadExport, and through appropriate organizations, for example, Canada's International Trade Centres (ITCs), the Canada-Korea Business Council (CKBC) and the Canadian Chamber of Commerce (CCC), and the Pacific Basin Economic Council (PBEC) Canadian Committee.

- b. Both sides will take appropriate measures to identify companies interested in investment and joint ventures, their areas of expertise, and their desired counterparts.
  - (1) The Korean side will make efforts to identify Korean companies interested in joint venture opportunities with Canadian firms in targeted sectors during the course of giving them access to information necessary for establishing joint ventures. The Overseas Investment Information Center of the Export-Import Bank of Korea, the KDB, and the SMEPC will be utilized in this effort.
  - (2) The Canadian side will continue its efforts to identify Canadian companies interested in pursuing joint ventures with Korean firms in targeted sectors, through projects such as strategic partnering ("Prospecting") initiatives, and databases such as WINExport.
  - (3) Both sides will take appropriate measures to inform their respective business communities about companies from the other side interested in joint ventures, so that companies might pursue these opportunities.
  - (4) Each side will make the other aware of domestic companies interested in direct investment opportunities, as appropriate.