

- (c) strengthen the international business performance of Ontario businesses;
 - (d) ensure effective promotion of Ontario for investment and business opportunities.
2. Building on existing cooperative efforts, MEDT, DFAIT and IC will work collaboratively in support of the international business activities of Ontario firms and pursuant to this Memorandum of Understanding ("MOU") to:
- (a) strengthen cooperation in the planning and delivery of international business development activities and outline the roles of MEDT, DFAIT and IC in cooperative efforts;
 - (b) reduce duplication through integration, streamlining and coordination of programs and resources;
 - (c) improve the linkages between business and government on trade, technology, and investment promotion activities;
 - (d) ensure the timely and effective dissemination of trade, investment and technology information, intelligence and opportunities to the Ontario business community; and,
 - (e) provide a mechanism to review opportunities to increase efficiency through cooperation.

II. SPECIFIC AREAS OF CONSULTATION AND COOPERATION

INTERNATIONAL TRADE BUSINESS PLAN

3. MEDT, DFAIT and IC will use the International Trade Business Plan (ITBP) as the principal planning vehicle to coordinate international business development efforts, including determining strategies to address the international business needs of industrial sectors and setting priorities and allocating resources for their activities.
4. MEDT, DFAIT and IC will strengthen planning efforts in the following manner: