

**Memorandum of Understanding between the Foreign Trade Promotion
Institute of the State of Jalisco Jaltrade, and Manitoba Trade & Investment,
Department of Growth, Enterprise and Trade, Province of Manitoba**

STATEMENTS

I. The Foreign Trade Promotion Institute of the State of Jalisco declares through its legal representative that:

I.1 It is a decentralized Public Agency of the Executive Branch of the State of Jalisco, with legal personality and own assets, as is clear on the decree 17.764, published in the official newspaper "The State of Jalisco" on December 19, 1998, containing the Organic Law of the Foreign Trade Promotion Institute of the State of Jalisco, and is entitled to enter into this Memorandum of Understanding (MOU) in accordance with the powers conferred by Article 162 of the Civil Code of the State of Jalisco, and Article 5 of the Organic Law of the Foreign Trade Promotion Institute of the State of Jalisco.

I.2 It appears in this act through Ruben Resendiz Perez, who identifies himself with his National ID, whose voter key is RSPRRB51102609H500, and who was appointed as General Manager of the Institute, on May 16, 2013, issued by the Executive President of the Foreign Trade Promotion Institute of the State of Jalisco, with this, it has the sufficient power to enter into this MOU in accordance with articles 11 and 31 of the Organic Law of the Foreign Trade Promotion Institute of the State of Jalisco as well as in attention to the power contained in the public deed 466 dated June 7, 2013 before Lic. Guillermo Alejandro Corona Gatt, Notary public number 120, Guadalajara, Jalisco.

I.3 In order to continue fulfilling its institutional objectives effectively, it is necessary to sign this MOU.

I.4 Indicates as an address to receive any notification or statement, the one located at: Manuel Lopez Cotilla1505, 2nd Floor, Colonia Americana, Guadalajara, Jalisco, Postal Code 44160.

I.5 His federal taxpayer registration (RFC in Spanish) is: IFC990217UYA.

II. This MOU has been brought into effect by an authorized signing officer of Manitoba Trade and Investment, Manitoba Growth, Enterprise and Trade on behalf of the Government of Manitoba

III. Both participants intend that:

In accordance to the Cooperation Agreement between the Province of Manitoba, Canada, and the State of Jalisco in Mexico, signed on February 7, 1995, the present MOU is signed between the trade promotion agencies of both jurisdictions, in order to strengthen the bilateral ties in different areas concerning economic Exchange and Foreign Trade Promotion.

The main objectives of the present MOU are: to focus on the identified opportunities, planning, developing and executing joint promotion activities. Following the same line, to document the achieved results, continue and follow up on the joint projects.

Because of the aforementioned, both entities will examine their programs, procedures and priorities in order to support the Trade & Investment activities inside each jurisdiction with the objective of coordinating future initiatives in international markets.

The mutual activities that will take place include:

OBJECTIVES:

1. To develop joint strategies to promote products and services of Jalisco and Manitoba. Each entity will be responsible for conducting and updating their advocacy document, highlighting the main economic sectors, relevant economic statistics, business opportunity areas, with the aim of exchanging and disseminating it among users, partners, allies and other contacts of both organizations.
2. To share information on international tradeshows and other events taking place in Jalisco and Manitoba, as well as facilitate, where possible, participation by delegations from both countries.
3. To develop at least one trade mission per year in each jurisdiction (two in total), based on priority sectors and business interests in each jurisdiction. Joint activities would include joint organization, implementation and monitoring of business meetings, business events and cross-cultural promotion of both jurisdictions.
4. To exchange information between the two jurisdictions to enhance and increase business between exporters and importers of Jalisco and Manitoba, including the establishment of a long-term communication strategy to monitor and improve the supply and demand of goods and services in both jurisdictions.
5. To provide timely follow up with companies expressing interest in entering the market in Manitoba and/or Jalisco throughout the year.
6. To design and implement an exchange program for representatives of both organizations to enrich and expand the knowledge and experience of JALTRADE and Manitoba Trade and Investment in the field of cross-jurisdictional trade promotion.
7. To establish mutually beneficial goals and objectives to strengthen and increase trade between our respective businesses.
8. The cooperation agreement with a history signed on March 9, 2000, is renewed and updated with this MOU with permanent validity starting on the date it is signed.

Original signed by

Lic. Rubén Reséndiz Pérez
General Manager of the Foreign Trade Promotion
Institute of the State of Jalisco Jaltrade

Date: Nov-10-2016

Original signed by

Don Callis
President & CEO of Manitoba Trade and
Investment

Date: Nov-10-2016

Witnesses of honor

Original signed by

Sr. José Palacios Jiménez
Secretariat of Economic Development
Of the State of Jalisco

Date: Nov-10-2016

Honourable Cliff Cullen
Minister of Growth, Enterprise
and Trade of Manitoba

Date: Nov-10-2016