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# FOR IMMEDIATE RELEASE

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## Media Release

### STEP Signs Formal Agreement with Syrian Canadian Business Association

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DAMASCUS, SYRIA - Saskatchewan Trade and Export Partnership (STEP) has signed a formal three year agreement with the Syrian Canadian Business Association (SYCAB). The intent of the agreement is to foster business relationships between the two organizations, enhance two way trade, develop networking opportunities for their corporate membership and ongoing development of bilateral trade missions.

“SYCAB has a long and established affinity for Canada with many of its members holding dual citizenships” commented STEP’s President & CEO, Lionel LaBelle. “By signing this agreement, STEP is entering into a new relationship in a unique part of the world where liberalized trade opportunities will be of great benefit to Saskatchewan.”

The formal signing of the agreement was held at Madar Industrial Group, with headquarters in Damascus. Over forty SYCAB members attended along with representatives of Canadian Business Organizations from Lebanon and Jordan as well as representatives from the Canadian Embassy in Damascus including Ambassador Glenn Davidson.

Also in attendance at the signing was the Honorable Lyle Stewart, Saskatchewan Minister of Enterprise and Innovation who noted “agreements such as this foster long - term relationships for Saskatchewan business that are essential for sustainable growth. I commend STEP for its global reach and its global perspective in bringing Saskatchewan’s Best to the World.”

STEP is a non-profit, membership driven, government/industry partnership, designed to promote the growth of Saskatchewan's export industry. STEP assists provincial businesses realize global marketing opportunities through specially tailored services and programs. STEP pursues growth in existing foreign markets and opens doors to new ones. Members include both businesses that are experienced and those that are new to international trade. The team of professionals has the experience, knowledge and international contacts to help companies meet their international marketing objectives.

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