

- Name of the IT system: Salesforce.com
- Name of third party service provider: Salesforce.com
- Contract Number: 00832268
- Location: USA
- Description of use:

*The Ministry of International Trade manages key lines of government service that help create the economic prosperity needed for the success of families and communities across the province. The Ministry is guided by the BC Jobs Plan and its central premise that BC must secure its place in markets that are and will continue to drive global economic growth.*

*Working in partnership with many stakeholders, industry and levels of government, the Ministry provides integrated trade and investment programs to help BC increase exports, develop international partnerships, attract investment and eliminate protectionist measures. The Ministry focuses on key target markets, particularly in Asia, and the eight priority sectors identified in the BC Jobs Plan as having the most potential to bring new dollars into our economy.*

*In order to manage relationships with stakeholders domestically and internationally, the Ministry has implemented the Salesforce CRM. Salesforce is now the cornerstone of the Ministry's management of customer relationships and performance metrics and continues to expand into new business areas.*