

# Memorandum of Understanding

## for Strategic Business Alliances

This Memorandum of Understanding ("**MOU**") is entered into as of \_\_\_\_\_, by and between:

**Party A**

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Party B**

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

### 1. Purpose

The purpose of this MOU is to establish a strategic business alliance between Party A and Party B to explore and collaborate on areas of mutual interest and benefit, including but not limited to business development, joint marketing, technology sharing, and other collaborative projects.

### 2. Areas of Collaboration

1. Cooperation in market development and expansion activities.
2. Sharing resources, knowledge, or technology as appropriate and agreed upon.
3. Joint participation in projects, tenders, or other business opportunities.
4. Other collaborative initiatives as mutually agreed in writing.

### 3. Confidentiality

The parties agree to maintain the confidentiality of any proprietary or sensitive information disclosed during the course of this alliance and shall not release such information to any third party without written consent.

### 4. Term and Termination

This MOU will commence from the date above and remain in effect for a period of \_\_\_\_\_ unless terminated earlier by either party with thirty (30) days prior written notice.

### 5. Non-Binding Agreement

This MOU is a statement of mutual intentions and does not create any legally binding obligations. Any binding agreement shall be set out in separate written contracts signed by both parties.

### 6. Miscellaneous

Any amendments or modifications to this MOU must be in writing and signed by both parties. This MOU may be executed in counterparts.

IN WITNESS WHEREOF, the parties hereto have executed this Memorandum of Understanding as of the date first written above.

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**Authorized Signature**

Party A

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**Authorized Signature**

Party B

