

## Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: LATIN AMERICA-CARIBBEAN

Mission: 658 BRIDGETOWN

Market: 525 BARBADOS

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	30.00M	\$ 26.00M	\$ 25.00M	\$ 22.50M
Canadian Exports \$	7.00M	\$ 6.00M	\$ 5.50M	\$ 3.70M
Canadian Share of Import Market	23.30%	23.00%	22.00%	16.40%

## Major Competing Countries

## Market Share

- |                                 |       |
|---------------------------------|-------|
| i) 577 UNITED STATES OF AMERICA | 023 % |
| ii) 051 UNITED KINGDOM          | 025 % |

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

## Current Total Imports

- |                            | In Canadian \$ |
|----------------------------|----------------|
| i) PHARMACEUTICALS         | \$ 14.00 M     |
| ii) MEDICAL EQUIPMENT      | \$ 2.00 M      |
| iii) EDUCATIONAL MATERIALS | \$ 8.00 M      |

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- i) Project Name: EDUCATION II  
Approximate Value: \$ 15.00 M  
Financing Source: 001 IBRD  
For further info. please contact:  
MARGARET STRYBOS C.O. TLX: 2247 CDA WB.
- ii) Project Name: DECS TECHNICAL VDC. EDUC. TRAINING PROJ/  
Approximate Value: \$ 4.00 M  
Financing Source: 018 CDB 011 CIDA  
For further info. please contact:  
MARGARET STRYBOS, C.O. TLX: 2247 CDA WB.