

SECTOR: SECTORS AND SERVICES NOT ELSEWHERE SPECIFIED

SUB-SECTOR: Puerto Rico Market

Officer: P. Desbiens

U.S. Market Opportunities: Puerto Rico is the easternmost island of the Greater Antilles and a U.S. protectorate. San Juan has a population of 1.5 million and the island's total population is 3.3 million. Puerto Rico's strategic location in the Caribbean makes it one of the most important distribution centres in the region. The island imported \$14 billion worth of goods in 1988 and much of which is re-exported to neighbouring islands.

Canadian Capabilities: Canadian direct exports to Puerto Rico were \$192 million in 1989 and it is estimated additional exports were achieved through U.S. distributors. Leading exports were newsprint, lumber, salt cod and potatoes. Kent Lines from St. John, N.B. ensures direct shipping service to the island every two weeks.

Strategy: - To build on the success achieved in the Puerto Rican and regional market by developing a unique trade development strategy for the island emphasizing consumer products. Generally, the vehicle will be the participation in high profile trade development activities. Because of the distinctive nature of the market the US Bureau will continue to cooperate extensively with the Latin America Bureau to capitalize on the regional dynamic of the market.