

Export and Investment Promotion Planning System

MISSION: 657 KINGSTON

COUNTRY: 257 JAMAICA

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- competitive export pricing for this market
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: SURVEY OF JAMAICAN PACKAGING REQUIREMENTS TO BE CIRCULATED 12/87

Results Expected: VISIT TO MARKET BY MINIMUM 3 CDN EXPORTERS

For the next fiscal year, the Trade Office is planning to undertake the following new export support initiative(s) in this sector (sub-sector):

Activity: PRESENTATION TO BE MADE TO JAMAICA COMMODITY TRADING CO ON CDN SOFTWOOD LUMBER

Results Expected: DIVERSIFICATION OF JAMAICAN SOURCING FROM SOUTHERN PINE BUREAU MEMBERS (USA)

Activity: VISIT TO JAMAICA BY TECHNICAL EXPERT FROM COFI OR SIMILAR ORGANIZATION.

Results Expected: DIVERSIFICATION OF JAMAICAN SOURCING FROM SOUTHERN PINE BUREAU MEMBERS (USA)

Activity: DIRECT FOLLOW UP WITH RECIPIENTS OF PACKAGING SURVEY.

Results Expected: VISIT TO MARKET BY 3 CDN COMPANIES.