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AIMS Set to Achieve Globally Competitive Agri-food Industry

Comprehensive market strategies are being developed and implemented by Canadian agri-food associations in response to increasing global competitiveness in the agri-food industry.

To ensure that industry and government direct their resources toward activities that will produce the greatest benefits to this sector, federal government departments have initiated a process called AIMS—Agri-food Industry Market Strategies.

The federal government's role—following the findings of the Agri-food Policy Review that industry must lead market development activities—is to facilitate access to markets through partnerships with industry, thereby combining private and public resources.

Through AIMS, associations representing 18 sectors of the agri-food industry are committed to developing and implementing strategies that will enhance their ability to respond to well-defined market opportunities.

Such strategies include:

- a comprehensive forecast of the nature and quality of market demand for up to five years and a rationale for establishing selected market priorities;
- a thorough evaluation of the capacity of the sector to satisfy the prospective demand in terms of production, and technological and competitive ability;
- a strategic goal for each

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Bigger "Byte" Possible in Jamaica Computer Market

In 1990, Jamaica imported almost US\$7 million worth of computers, related equipment and other data processing machines and units.

With the United States, the United Kingdom and Taiwan being the major suppliers, Canadian firms can certainly do better than the 1 per cent and 4 per cent share they achieved in the last five years.

Jamaica importers are willing to carry competitive Canadian products. To penetrate the market, it is considered necessary to appoint a stocking distributor or an agent to represent your products.

Jamaica's major users of computers and related materials are financial institutions, utilities, manufacturers, the mining industry, the distributive trade, government data bases, processing services and educational institutions.

These sectors all have requirements that can be met by further use of computerization but requirements vary from sector to sector and also between participants within any sector.

The majority of new sales in computers appear to be in upgrades and replacements among existing users. There is significant potential for light users and non-users to expand their use of computers but the challenge to a marketer is to be able to assess a potential client's requirements in terms of business applications and submit proposals that compare both cost and benefit in dollar terms.

The majority of computers purchased are PCs but the largest expenditures go for mainframes and

minicomputers. Whereas institutions that have mainframes may replace them with larger ones, those that use microcomputers are more likely to expand by adding other minis or even PCs rather than going to mainframes.

For the past two years, an annual trade show for information processing has been organized by Financial and Economic Resources Ltd., 12 Merrick Ave., Kingston. The Canadian High Commission and one Canadian company participated in Hi-Tech '91 and plans are in progress for the staging of Hi-Tech '92 in July. Participation in future Hi-Tech trade shows is recommended for prospective entrants to this market.

A detailed study, *The Jamaican Computer Market* (#711A) lists the more prominent distributors and provides information on duties and practices.

A copy of the study can be obtained from Info Export (see box at bottom of page 8).

For assistance, contact Geneviève Vassell, Commercial Officer, Canadian High Commission, P.O. Box 1500, Kingston 10, Jamaica. Tel. : (809) 926-1500; fax : (809) 926-1702; telex : (Destination code 291) 2130 Answerback : (2130 BEAVER JA).

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