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Major Market Opportunities

Canadian exports to Barbados have continued to increase, going from Cdn. \$29.7 million in 1979 to Cdn. \$40.7 million in 1981. Traditional exports include foodstuffs, newsprint and writing paper, textiles, telecommunications equipment, equipment and supplies for the tourism sector, pharmaceuticals and a range of consumer items.

Given the recent downturn in the economy the Government of Barbados has taken numerous steps to reduce import costs and capital expenditure. It is difficult to gauge the possible effects of these measures on Canadian exports of goods and services. These steps include postponement of projects not yet implemented, scaling down of ongoing projects, and restrictions affecting imports of food, fuel, intermediate and capital goods. However, in spite of these corrective measures, it is estimated that imports of goods and services will rise by up to 12% in 1982.

A variety of construction projects mainly funded by international institutions such as the Caribbean Development Bank, (headquarters in Bridgetown), the Inter-American Development Bank and the World Bank are going ahead. For example, upcoming projects planned in fisheries development, roadbuilding, public buildings and industrial parks present opportunities for sales of consulting and construction services, equipment, supplies and furnishings. Consultants and suppliers continue to pursue opportunities in Barbados in the field of alternative energy.

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