

Export and Investment Promotion Planning System

MISSION: 657 KINGSTON

COUNTRY: 257 JAMAICA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- difficulties in obtaining credit facilities in Canada

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
- use of Canadian Government export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada

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: WILL ARRANGE FOR PRESENTATION BY ONTARIO HYDRO AT HIGHEST LEVELS OF JAMAICAN GOVERNMENT THEIR PROPOSAL FOR SITING A RECONDITIONED COAL POWER PLANT IN JAMAICA.

Results Expected: SALE OF RECONDITIONED COAL FIRED POWER PLANT WITH VALUE OF ROUGHLY \$50M.

Activity: ESTABLISH DIRECT CONTACT WITH CANADIAN TRANSMISSION AND DISTRIBUTION EQUIPMENT MFRS TO ADVISE THEM OF POWER IV OPPORTUNITIES.

Results Expected: SOURCING OF MINIMUM \$2.0 M WORTH OF CANADIAN EQUIPMENT FOR PROJECT.

Activity: DIRECT REPRESENTATIONS TO THE PETROLEUM CORP OF JAMAICA REGARDING THE BID OF MACROCAN POWER FOR A COGEN PLANT.

Results Expected: SALE OF \$10.0M WORTH OF POWER GENERATION EQUIPMENT AND SERVICES.