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MARKET OPPORTUNITIES

In spite of reduced growth in its economy, Trinidad and Tobago will continue to be Canada's major market in the Commonwealth Caribbean. In 1979 and 1980, with shipment levels enhanced by Canadian exports for ISCOTT, our export levels reached Cdn. \$119 m and \$125 m, reverting to Cdn. \$105 m in 1981 on completion of the ISCOTT mill.

Traditional major Canadian exports include a range of foodstuffs, lumber, newsprint and other paper products. However, over the past few years, the share of total Canadian exports held by these products has declined with the growth in our exports of semi-processed and manufactured goods to that market. Trinidad and Tobago provides good opportunities in its booming construction sector for a wide variety of building materials, equipment and fittings; oil field equipment and supplies are an on-going requirement; there is a good market for security systems for businesses and homes. As well, with the growth in disposable income in recent years, a wide range of consumer goods, including leisure and sports products and appliances is in demand. The rapidly expanding health care/hospital market is one in which Canadian products have recently been successfully introduced. Canadian consultants and contractors continue to be successful in the market as well.

The list of opportunities is long and varied. With government project funding continuing in the order of \$1 - 2 billion annually, the construction industry forecasting an annual \$500 million level of activity, and major infrastructure projects ongoing, many opportunities exist for Canadian firms. The Golden Grove Prison Project alone offers many prospects. In particular, companies which have been successful in Trinidad are those which have visited and investigated the market, making contact with local agents and in some cases associating with local firms. In the case of the prison project, for example, it is important that Canadian firms ensure that Trinidadian distributors and contractors which are bidding on the project are familiar with Canadian products and prices. The other key factor in approaching this market is price - competitiveness, particularly with respect to prices offered by the major suppliers in the U.S. and U.K.

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