

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BRIDGETOWN

Market: BARBADOS

Sector : CONSTRUCTION INDUSTRY

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	33.00 \$M	29.75 \$M	35.70 \$M	32.00 \$M
Canadian Exports	2.48 \$M	3.84 \$M	5.00 \$M	4.50 \$M
Canadian Share of Market	7.54 %	12.92 %	14.00 %	14.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	29.00 %
UNITED KINGDOM	27.00 %

Current Status of Canadian
exports in this sector/subsector: Mature with little growth

Products/services for which there are good market prospects:

1. BUILDING PRODUCTS
2. EQUIPMENT

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- CIDA programs

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing