

Export and Investment Promotion Planning System

MISSION: 658 BRIDGETOWN

COUNTRY: 525 BARBADOS

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
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: PROMOTE FURTHER SALES OF BREEDING STOCK TO CO-OPERATIVES, INDIVIDUAL FARMERS AND GOVT AGENCIES; PART OF AGRICULTURAL DIVERSIFICATION PROGRAM AWAY FROM SUGAR.

Results Expected: FURTHER SALES OF BREEDING STOCK AND CONSULTING SERVICES, MACHINERY AND EQUIPMENT.

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: PROMOTION WITH MIN. OF AGRICULTURE AND MAJOR INDUSTRIAL GROUPS OF AT LEAST TWO NEW JOINT VENTURES IN PROCESSING OF AGRICULTURAL PRODUCTS. (COTTON AND FOODS).

Results Expected: ADDITIONAL CANADIAN INVESTMENT AND TECHNOLOGY TRANSFER IN TERRITORY PLUS MATERIALS AND EQUIPMENT FROM CANADA.

Activity: PROMOTE CANADIAN PRODUCTS FOR FOODSERVICE INDUSTRY NAMELY HOTELIERS AND WHOLESALERS IN TERRITORY.

Results Expected: NEW BUYING CONNECTIONS AND INCREASED MARKET SHARE.