

## 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
- 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
- the availability of competitive Canadian financing

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: ARRANGE FOR REGIONAL MANAGER CABLE AND WIRELESS (BASED IN ANTIGUA) TO VISIT CANADA.

Results Expected: POSSIBILITY OF ADDITIONAL SALES TO TERRITORY TELEPHONE COMPANIES OPERATED BY CABLE AND WIRELESS.

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: FACILITATE CANADIAN INVESTMENT IN DATA ENTRY INDUSTRY IN BARBADOS

Results Expected: NEW INVESTMENT AND EQUIPMENT SUPPLY.

Activity: REINFORCE CANADIAN CAPABILITIES IN TELECOMMUNICATIONS EQUIPMENT AND SERVICES WITH NEW OWNERS OF BARBADOS TELEPHONE CO.

Results Expected: INCREASE FAMILIARITY WITH CANADIAN TELECOM FIRMS.