

Markets Multiply

Canadian Exports to Puerto Rico Register 61 Per Cent Growth in 1991

Figures received from the Canadian Trade Commission in San Juan show that, in 1991, Canadian exports to Puerto Rico totalled \$411.9 million, making Puerto Rico Canada's third largest market in the region after Brazil and Mexico.

The figure, giving Canada a trade surplus of \$77.2 million, also represents a 61 per cent growth rate over 1990, indicating there are ample opportunities for Canadian exporters to this United States commonwealth.

Being a U.S. territory, the island is fully within the U.S. customs regime, meaning there are no further tariffs or customs barriers. Nor are there foreign exchange controls as the currency is the U.S. dollar.

This relationship with the United States also brought about a special U.S. government program of tax breaks and other benefits for industry over the past 25 years.

Through the program, hundreds of companies — mostly in the pharmaceutical, electronic, electrical, textile, clothing and footwear sectors — settled in Puerto Rico, helping to give the region an industrial base.

But the market is not restricted solely to Puerto Rico and the commercial/consumer products necessary to serve a population of 3.5 million people.

Puerto Rico's strategic location in the Caribbean makes it one of the most important distribution centres in the region. For instance, in 1988, the island imported \$14 billion worth of goods, much of which was re-exported to neighbouring islands.

Canada's major exports to Puerto Rico include paper products, produce, food, and automotive equip-

ment and parts, building materials and construction equipment. Also exported are agricultural and fisheries products, furniture, electronics and communications equipment, digital and automated equipment, and chemicals.

Many of these products have been promoted through Canadian government-sponsored trade fairs and missions, says Jim Bradford, Consul and Trade Commissioner with the Canadian Trade Commission in San Juan.

Bradford says "there are lots of trade shows in San Juan" and advises that these might be the best places to start for new or

would-be exporters.

As for the consumer products market, Bradford advises companies "to make sure that their prices are competitive. This is a very price-sensitive market."

On the industrial side, there are openings for specialized commercial equipment, Bradford says, especially in pharmaceuticals.

Further information on this market or on potential trade shows is available from Mr. Bradford, Canadian Trade Commission, Plaza Scotia Bank, 6th Floor, 273 Ponce de Leon, Hato Rey, Puerto Rico 00917. Tel.: (809) 250-0367/758-3500. Fax: (809) 250-0369.

PUBLICATIONS

Canada-Japan Fisheries

Recent trends in supply and demand conditions for seafood in Japan and the effects of these changes on the outlook for Canadian seafood exports to that country are analyzed in *Canada-Japan Fisheries Trade*, a research study published recently by the Canada-Japan Trade Council.

The study, complemented with many graphs, discusses future export opportunities, provides details on Canadian fish exports by species, and information on Japan's changing consumption patterns.

While noting that Japan is Canada's second most important export market for seafood, the study concludes that "while Canada may enjoy good sales now, there is scope for more market work in the foreseeable future." As well, "Canada is

well advised to engage in generic fish promotion to help maintain market share if not increase top-of-mind awareness."

Copies of the study are available from Canada-Japan Trade Council, Suite 903, 75 Albert Street, Ottawa K1P5E7. Tel.: (613) 233-4047. Fax: (613) 233-2256.

Technology Co-operation

20 Years, 1971-1991: Co-operation in Science and Technology (67EM) demonstrates that scientific and technological co-operation between Canada and Germany covers a wide spectrum, ranging from basic research to energy and environmental research, information technology and micro-electronics. The study is available from Info Export (see box bottom, page 8).

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