

Export and Investment Promotion Planning System

MISSION: 657 KINGSTON

COUNTRY: 257 JAMAICA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- difficulties in obtaining credit facilities in Canada

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
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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: PROVIDE MARKET INFO ON JTC'S REHAB PROGRAM TO EDC AND EXTOTT THAT WILL PROVIDE BASIS FOR ESTABLISHMENT OF TELECOM LINE OF CREDIT IN JAMAICA

Results Expected: ESTABLISHMENT OF \$40-60 MILLION EDC LINE OF CREDIT BY MID 1988.

Activity: MAKE DIRECT REPRESENTATIONS TO JAMAICA TELEPHONE CO IN SUPPORT OF CANADIAN EQUIPMENT SUPPLIERS.

Results Expected: SALES IN 1988-89 OF \$12 MILLION

Activity: PREPARE MARKET REPORT ON JAMAICAN TELECOM NEEDS IN PERIOD 1988-1992. CIRCULATE TO CANADIAN INDUSTRY.

Results Expected: VISIT TO MKT BY MINIMUM 4 CDN FIRMS INTERESTED IN MARKETING TO JAMAICA TELEPHONE SALES THROUGH LOC.