

Venezuela' international tourist trade. Thirteen hotels are already undergoing privatization with the possibility of 100 percent foreign ownership.

Nowadays, the eastern coastal area (Margarita island and Puerto La Cruz) is the most important tourist attraction in Venezuela and has the largest private property investment in the country (hotels, resorts, time-sharing, condominiums, houses, etc.). Buyers and investors are local high/middle class, as well as, foreigners who came first as tourists and were enticed by with the affordable real-estate prices.

Most importers of high-value food products in Venezuela, depend on Florida (Miami) based food brokers/traders that supply them with a large quantity of imported premium goods from countries like: France, Italy, Spain, Portugal, Britain, Denmark, Holland, etc., due to the strong influence of the European culinary habits in the high income Venezuelan society.

One of the most outstanding features of Caracas, Venezuela's capital, is its immense variety of good local and international restaurants. Both Venezuelans and tourist alike frequent the myriad of restaurants offering specialities from around the world.

Evidently, both the Venezuelan and the Netherlands Antilles markets offer unlimited potential for Canadian exporters of high-value food products. Canadian exporters, as well as food brokers can target these deli-market, hotel and restaurant industries to capitalize on these regional growing markets.

New authorities at the Minister of Agriculture plans to implement following programmes:

- a) Financial assistance to the sector.
- b) Implement limited protectionist measures for domestic products.
- c) Implementation of price bands for 12 agrifood commodity products.
- d) Standardize regional import duty tariffs.
- e) Develop educational programme for farmers.

Venezuelan and Caribbean importers/wholesalers of high-value food have contacts with Miami based food brokers who supply them with all kinds of foodstuffs, deli products and beverages (alcoholic and non-alcoholic).