

Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: LATIN AMERICA-CARIBBEAN

Mission: 657 KINGSTON

Market: 257 JAMAICA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

1. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: LARGE & GROWING IMPORT MKT DIRECTED AT UPPER INCOME JAMAICANS & TOURISTS. LARGE PROCESSING INDUSTRY IN JAMAICA WITH SIGNIFICANT POTENTIAL FOR CANADIAN SUPPLY OF RAW MATERIALS.

2. 005 COMM. & INFORM. EQP. & SERV

REASONS: JAMAICA TELEPHONE CO. UNDERTAKING MAJOR EXPANSION AND UPGRADING OF SYSTEM. GOOD POSSIBILITY OF CANADIAN LINE OF CREDIT BEING PUT INTO PLACE.

3. 009 FOREST PRODUCTS, EQUIP, SERVICES

REASONS: CANADIANS ALREADY WELL ESTABLISHED IN CERTAIN PAPER/WOOD PRODUCTS. ADDITIONAL OPPORTUNITIES EXIST IN LUMBER AND PACKAGING WHERE USA COMPANIES DOMINATE.

4. 007 POWER & ENERGY EQUIP. & SERV.

REASONS: JAMAICA PUBLIC SERVICE COMPANY LIMITED AND PETROLEUM CORPORATION UNDERTAKING MAJOR EXPANSIONS AND UPGRADING IN NEXT TWO YEARS.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 002 FISHERIES, SEA PRODUCTS & SERV.
2. 009 FOREST PRODUCTS, EQUIP, SERVICES
3. 003 GRAINS AND OILSEEDS
4. 005 COMM. & INFORM. EQP. & SERV