

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: LATIN AMERICA-CARIBBEAN

Mission: 658 BRIDGETOWN

Market: 525 BARBADOS

Sector: 005 COMM. &amp; INFORM. EQP. &amp; SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	25.00M	\$ 23.00M	\$ 22.80M	\$ 17.90M
Canadian Exports \$	6.50M	\$ 6.00M	\$ 4.20M	\$ 5.40M
Canadian Share of Import Market	26.00%	26.00%	18.00%	30.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	051 %
ii) 051 UNITED KINGDOM	009 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are  
good market prospects:

	Current Total Imports In Canadian \$
i) TELEPHONE APPARATUS EQUIP. & PARTS	\$ 11.70 M
ii) COMPUTERS/SOFTWARE	\$ 6.00 M
iii) OTHER COMM'N EQUIP.	\$ 5.90 M

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:

- a lack of interest in the market on the part of Canadian exporters
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters