

## Export and Investment Promotion Planning System

MISSION: 658 BRIDGETOWN

COUNTRY: 525 BARBADOS

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: ROSEAU DAM CONSTRUCTION ST. LUCIA.  
 Approximate Value: \$ 50. M  
 Financing Source: 011 CIDA 001 IBRD  
 For further info. please contact:  
 K. G. WHITING, COMM. COUNSELLOR TLX: 2247 CDA WB.

iv) Project Name: SOUTH & WEST COAST SEWERAGE PROJECT  
 BARBADOS  
 Approximate Value: \$ 20. M  
 Financing Source: 003 IADB  
 For further info. please contact:  
 K. G. WHITING, COMM. COUNSELLOR TLX: 2247 CDA WB.

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
- approval of technical standards can present problems in the case of some imported products

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

- non competitive pricing
- other factor(s) described by the Trade Office as follows:  
 TIMBER FRAME CONSTRUCTION UNACCEPTABLE IN THIS MARKETPLACE, VERY LOW LEVEL OF IFI FINANCED CONSTRUCTION PROJECTS IN BARBADOS.

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
- support provided by the PEMD program
- use of Canadian Government export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CONTINUING EFFORTS WITH CANADIAN TRADING HOUSES SPECIALIZING IN CONSTRUCTION MATERIAL AND BUILDERS HARDWARE.

Results Expected: ADDITIONAL SALES, PARTICULAR FROM SMALL TO MEDIUM SIZE CANADIAN SUPPLIERS.