

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BRIDGETOWN

Market: BARBADOS

Sector : EDUCATION, MEDICAL, HEALTH PROD

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	25.00 \$M	23.38 \$M	28.00 \$M	33.00 \$M
Canadian Exports	5.50 \$M	3.55 \$M	4.30 \$M	5.50 \$M
Canadian Share of Market	22.00 %	15.23 %	15.40 %	16.60 %

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

Major Competing Countries	Market Share
UNITED KINGDOM	31.00 %
UNITED STATES OF AMERICA	25.00 %

Current Status of Canadian
exports in this sector/subsector: Mature with little growth

Products/services for which there are good market prospects:

1. PHARMACEUTICALS
2. EDUCATIONAL EQUIPMENT
3. HOSPITAL & MEDICAL EQUIPMENT

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Competitive pricing
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Market prospects have not been adequately explored