

Export and Investment Promotion Planning System

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

Region: LATIN AMERICA-CARIBBEAN

Mission: 658 BRIDGETOWN

Market: 525 BARBADOS

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: PROCESSED & SEMI PROCESSED FOOD PRODS REQUIRED FOR THE CRITICALLY IMPORTANT N. AMERICAN ORIENTED TOURISM IND.; AGRICULTURAL DIVERSIFICATION EFFORTS THROUGHOUT TERRITORY INCLUDING LIVESTOCK DEVELOPMENT.

2. 015 CONSTRUCTION INDUSTRY

REASONS: SIGNIFICANT EXPENDITURES IN EXPANDING AND UPGRADING TOURISM PLANT; HOUSING A HIGH PRIORITY IN MOST OF TERRITORY; INFRASTRUCTURE RELATED ACTIVITIES OF IFI'S.

3. 005 COMM. & INFORM. EQP. & SERV

REASONS: IMPROVING COMMUNICA'NS & INFO. A PRIORITY OF MOST TERRITORY GOVTS AND PROJS UNDERWAY FINANCED BY IFI'S, CIDA/EDC ETC; ENHANCED USE OF COMPUTER DATA AT BUSINESS, GOVT AND EDUCATIONAL LEVELS.

4. 014 EDUCATION, MEDICAL, HEALTH PROD

REASONS: UPGRADING HEALTH CARE AND EDUCATIONAL FACILITIES. PRIORITIES FOR TERRITORY GOVERNMENTS PLUS FOR IFI'S AND BILATERAL FUNDING AGENCIES.

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

1. 001 AGRI & FOOD PRODUCTS & SERVICE

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

3. 015 CONSTRUCTION INDUSTRY

4. 014 EDUCATION, MEDICAL, HEALTH PROD