

## The 4th Canadian Food and Beverage Showcases in the Caribbean

**ST. MAARTEN, NETHERLANDS ANTILLES** — February 1-2, 2001 — **PORT OF SPAIN, TRINIDAD AND TOBAGO** — February 5-6, 2001 — The Canadian Export Development (CED), in co-operation with the Canadian High Commissions in Barbados and Trinidad and Tobago, is organizing the fourth Canadian Food and Beverage Showcases.

Canadian companies participating in these two shows will display their products and/or services under one umbrella as they pursue business opportunities in the Caribbean markets. An extensive marketing campaign will be done throughout the Caribbean islands inviting the key decision makers and buyers, both in government and the private sector, to visit the shows. This is an excellent opportunity to introduce your company to important emerging markets, and could be very rewarding in obtaining sales or sales leads.

### Barbados

The food sector in Barbados and the Eastern Caribbean is multifaceted.

All of the islands import the majority of their consumables, as food processing is very small and agricultural industries are concentrated on only a few items, mostly earmarked for export (i.e. bananas, and sugar).

Each of the islands focuses on the middle to upper tourist market, which demands high quality, and efficient, consistent suppliers. The importation and distribution business that targets the food sector is well developed and extremely competitive, and the interest in new products and lines is great.

The local market varies from island to island, depending on the level of overall development. In some of the more developed markets, such as Barbados and St.

Maarten, the local market actively seeks North American brands, and has the disposable income to pay the higher retail prices for these items. The less developed markets seek lower end items such as pickled and salted meats and fish products, and there is less local demand for the more expensive imports.

The French territories of Martinique, Guadeloupe and St. Martin have their food imports from France subsidized, which makes it challenging for Canadian goods to compete. All items imported must meet EU standards. These markets are very sophisticated and the retail/importation/distribution sector is extremely well developed.

### Trinidad and Tobago

Canada's export of food products to Trinidad and Tobago has increased considerably over the past years with trade exhibitions contributing tremendously, and this trend is expected to continue. The upcoming trade event will provide further opportunities for the Canadian business community to showcase their range of food and beverage products to an enthusiastic buyers market, seeking quality products for the wholesale and retail trade.

There will be opportunities to discuss joint venture food and beverage processing and distributor type agreements with local counterparts. An additional visit to Guyana is also available to those firms wishing to explore new trade opportunities there.

For further information, contact Robert Grison, Director of Operations, Canadian Export Development, tel: (613) 825-9916; fax: (613) 825-7108; e-mail: cced@sympatico.ca

For information on opportunities in Barbados and Trinidad and Tobago, contact Charlotte Hutson,

## Trade mission to Chicago art show

**CHICAGO** — November 3-5, 2000 — The Canadian Consulate General in Chicago is organizing a New Exporters to Border States (EXTUS) mission for Canadian artists/craftspeople looking to export to the U.S. market.

The trade mission will feature an educational session with industry experts, plus entry to the Sculpture, Objects & Functional Art (SOFA) show, one of the most renowned juried, 3-D fine arts shows for high-end glass, ceramics, wood, metal, fibre and sculpture in the United States. Over 20,000 U.S. and international buyers are expected to attend SOFA.

For more information, contact Ann F. Rosen, Business Development Officer, Canadian Consulate General, Chicago, tel.: (312) 616-1870, ext. 3357, fax: (312) 616-1878, e-mail: ann.rosen@dfait-maeci.gc.ca or check out [www.sofaexpo.com](http://www.sofaexpo.com) ✪

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