

processing, packaging, light manufacturing and assembly industries.

Distribution and Sales Channels

The main channels of distribution are independent agents; distributors—sometimes on an exclusive basis; direct sales by trading houses in Canada to importers or distributors; and visiting Canadian representatives.

You are advised to appoint an agent on the island should you wish to maintain ongoing sales. Personal relationships make a difference and regular visits to the island will place the supplier in good stead.

Some of the larger wholesale companies on the island have subsidiaries in the other Leeward and Windward Islands.

Canadian exporters should seek assistance from the resident trade commissioner regarding prospective local agents/distributors.

Advertising and Promotion

With the existence of five radio stations, two daily papers and a government-owned and operated colour television station there is a wide scope for advertising. There are a few internationally known advertising companies represented in Barbados along with a number of reputable local agencies.

Buying Season

For consumer products there is only one main buying season in Barbados—Christmas. However, there is an increase in buying activity for Easter as well as for Mother's/Father's Day and Valentine's Day in May, June and February.

Price Quotations

It is suggested that prices be quoted in U.S. or Canadian currency as exchange rates fluctuate daily. Quotations should be c.i.f. or f.o.b. port of shipment, including handling and documentation charges to the time the goods are placed on board the carrier.

Correspondence and Trade Literature

All literature, brochures and correspondence should be in English.