

take title of products, and then resell them to end users. Some of the largest importers in the country operate an integrated network that includes their own retail outlets. These firms are willing to act as either agents or distributors. Companies operating in Jamaica tend to service the Jamaican market only.

Advertising and Promotion

Newspapers and radio are the major forms of promotion in Jamaica. The *Daily Gleaner* is the largest and most influential local newspaper and is published seven days a week in a broadsheet format. The tabloid *Star* is also published daily, although it is aimed at a more sensationalist market. Government-owned Jamaica Broadcasting Corporation (JBC) and privately owned radio station RJR operate AM and FM radio stations throughout the country.

Government-owned JBC Television appeals to the upmarket consumer.

Price Quotations

Price quotations should normally be c.i.f. Kingston in U.S. or Canadian dollars. Alternatively, many Jamaican firms use freight consolidators in southern Florida to take advantage of the numerous sailings from ports in that area. A quotation c.i.f. Miami or Fort Lauderdale could also be acceptable to your buyer.

Correspondence and Trade Literature

All correspondence and trade literature must be in English.

Usual Terms and Methods of Payment

Normal terms in Jamaica are sight draft documents against payment on arrival of goods since most local firms must use the Bank of Jamaica auction to obtain foreign exchange. The auction system is explained in the section of this booklet entitled "Exchange Control."

Because of the need to sell on the basis of sight documents, Canadian exporters are urged to thoroughly investigate the *bona fides* of their potential local partners. The local equivalent of the Dunn & Bradstreet organization can provide credit reports on Jamaican firms although they are not as detailed as you might expect in Canada. In addition, the Chamber of Commerce, Private Sector