

Export and Investment Promotion Planning System

MISSION: 658 BRIDGETOWN

COUNTRY: 525 BARBADOS

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: COMPLETION OF PROPOSED LOCAL JOINT VENTURE PROCESSED FOODS MAJOR BARBADIAN INDUSTRIAL GROUP.

Results Expected: AN ADDITIONAL CANADIAN INVESTMENT & TECHNOLOGY TRANSFER IN TERRITORY PLUS MATERIALS FROM CANADA.

For the next fiscal year, the Trade Office is planning to undertake the following new export support initiative(s) in this sector (sub-sector):

Activity: DAIRY PRODUCTS: PROMOTIONAL ACTIVITIES TO ATTEMPT TO REGAIN MARKET SHARE FOR CHEESE, MILK POWDER AND OTHER DAIRY PRODUCTS.

Results Expected: DOUBLE CURRENT EXPORTS OF CHEESE IN 1987.

Activity: AGRICULTURAL DIVERSIFICATION: INVESTIGATION OF OPPORTUNITIES ARISING IN GOV'T PROGRAM TO DIVERSIFY AWAY FROM SUGAR.

Results Expected: SALES OF AGRICULTURAL MACHINERY & EQUIPMENT FERTILIZERS & PESTICIDES, POSSIBILITY OF CONSULTING SERVICES THROUGH CDB FINANCED STUDY.

Activity: WORK WITH LOCAL DISTRIBUTOR TO INTRODUCE CANADIAN WINES TO TERRITORY.

Results Expected: NEW BUYING CONNECTIONS.