

JAMAICA

*A Guide
for Canadian Exporters*

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JAMAICA

A Guide for Canadian Exporters

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I. THE COUNTRY

Location and Geography

Jamaica is in the Caribbean some 145 km south of Cuba and 885 km south of Miami. The capital, Kingston, is on the south coast. Flying time from Toronto to Kingston is roughly 3 hours and 45 minutes.

The island is 235 km long and 82 km wide at its extremities — about twice the size of Prince Edward Island. Most of the terrain is hilly or mountainous, with the Blue Mountains in the east reaching a height of 2 259 m. Coastal plains of various widths girdle most of the island and are the centre of the country's sugar and banana industries.

Climate

Jamaica has a remarkably equable climate with a temperature range throughout the year of no more than 6 to 8°C. Daytime highs in Kingston during the summer average 35°C and during the winter 30°C. Temperatures at higher elevations can be about 6°C cooler than on the coast.

Despite its small size, Jamaica has several distinct rainfall zones. The south coast is generally dry with Kingston having an annual rainfall of about 75 cm. Areas of the north coast, particularly the northeast, can experience an annual rainfall of more than 300 cm. There are two distinct rainy seasons: April-May and October-November. Winter in Jamaica is generally dry and sunny, which accounts for its popularity as a vacation destination.

Local Time

Jamaica uses Eastern Standard Time throughout the year. There is no Daylight Saving Time.

Population

Jamaica has a population of about 2.3 million; some 80 per cent of the population is of African descent, with Afro-Europeans accounting for a further 15 per cent and East Indians, Europeans and Chinese making up most of the balance.

Principal Cities

The capital, Kingston, is a sprawling city of 800 000 located on the south coast of the island. Situated on the Liguanea Plain and surrounded by the Blue Mountains, Kingston features a large, well-protected harbour. The city is the commercial capital of Jamaica and houses the head offices of most private firms and Crown corporations.

Smaller cities include the tourist havens of Montego Bay and Ocho Rios on the north coast and Mandeville, capital of the bauxite industry, in the central highlands.

Language

English is the official language of Jamaica. The poorer classes tend to speak an English-based patois that is understood only with some difficulty.

Religion

Jamaicans tend to be enthusiastic churchgoers and support denominations ranging from mainstream Catholic and Protestant to born-again evangelical. There is a small, but active, Jewish community.

Weights, Measures and Electricity

Jamaica officially converted to the metric system several years ago. A lack of funds, however, has prevented the government from following through with a phased change-over. As a result, the imperial system remains in use.

Electricity is generated at 110 V and 220 V, 50 cycles. The normal domestic current is 110 V 50 Hz.

Public Holidays

There are nine public holidays:

New Year's Day — *January 1*

Ash Wednesday — *variable*

Good Friday — *variable*

Easter Monday — *variable*

Labour Day — *third Monday in May*

Independence Day — *first Monday in August*

National Heroes Day — *third Monday in October*

Christmas Day — *December 25*

Boxing Day — *December 26*

Business Hours

Business hours vary by company but generally are 8:30 a.m. to 5:00 p.m. Monday to Friday with an hour for lunch. Banking hours are 9:00 a.m. to 2:00 p.m. Monday to Thursday and 9:30 a.m. to 12:30 p.m. and 2:30 p.m. to 5:00 p.m. on Friday.

History

Christopher Columbus visited Jamaica during his second voyage in 1494 and claimed the island for Spain. Spanish settlers arrived within a few years, and when the native Arawak Indians succumbed to disease and forced labour, slaves were imported from West Africa. The island fell to the English in 1655, and most of the 1 500 Spanish settlers fled to Cuba. In the eighteenth century Jamaica became primarily a land of large sugar estates along the coastal plains. Sugar was immensely profitable, and slaves were transported in large numbers from the west coast of Africa to work on the plantations. A class of "free people of colour," mainly the offspring of slaves and their white overseers, soon appeared. Emancipation in 1838 followed by Britain's adoption of free trade greatly weakened the plantation-based economy. Many freed slaves took to the mountains and began farming small patches of land. Indian and Chinese indentured labour was brought in to replace them on the large estates. Meanwhile, those of mixed blood increasingly assumed an urban middle-class role.

During the latter part of the nineteenth century, prosperity gradually returned to the island. Communications with North America improved, the economy began to diversify and bananas for a time replaced sugar as the chief export. However, a rapid population increase, crop disease and finally the economic depression of the 1930s brought about a new period of social and economic uncertainty and unrest, culminating in serious disturbances in Kingston in 1938. These led to increased trade-union activity, the establishment of two rival political parties and the emergence of two national leaders: Alexander Bustamante and Norman Manley (the father of the present Leader of the Opposition). Manley used strikes on the waterfront and on the sugar estates to press for social, economic and political reform. Bustamante founded the Bustamante Industrial Trade Union (BITU) and joined with Manley to launch the People's National Party (PNP). He later split with Manley to launch the Jamaica Labour Party

(JLP). Manley organized the Trade Union Congress and the National Workers' Union (NWU). The JLP/BITU-PNP/NWU division still remains the basis for political and trade-union activity in Jamaica today.

Elections were held in 1944 based on universal suffrage, and full internal self-government was realized in 1959. In 1958 Jamaica became part of the Federation of the West Indies, a rather weak grouping of British island colonies in the Caribbean. Bustamante, as Leader of the Opposition, campaigned against federation, and following a national referendum on the question in 1961, Jamaica withdrew from the federation. Bustamante became prime minister after winning the ensuing general election, and Jamaica was formally declared independent on August 6, 1962. The JLP retained power in the 1967 general election but was defeated by the PNP under Michael Manley in 1972. His government was returned to office in December 1976. It actively pursued a policy of "democratic socialism" based on improving the lot of the masses in Jamaica, combined with support for Third World objectives abroad. The JLP under Edward Seaga regained power in the 1980 elections and was returned in the 1983 election, which the PNP did not contest. New elections are due in early 1989.

Government

Jamaica is a constitutional monarchy under Queen Elizabeth II with a Jamaican, the Most Honourable Sir Florizel Glasspole, as its governor general. The Parliamentary system is similar to Canada's, including an elected House of Representatives and a nominated Senate. Elections are held, at a minimum, every five years. The prime minister, the Right Honourable Edward Seaga, leads the JLP. The Leader of the Opposition, Michael Manley, heads the PNP. The PNP chose not to contest the 1983 elections because of a dispute over electoral boundary reform and changes to the voters list. The JLP, therefore, holds all the seats in Parliament.

II. *ECONOMY AND FOREIGN TRADE*

The Jamaican economy suffered severe setbacks in the late 1970s because of government policies and international recession. Since the election of Edward Seaga as prime minister in 1980, the Jamaican government has emphasized an export-oriented, employment-creating strategy that calls for devaluation of the Jamaican dollar; fewer administrative controls on prices, subsidies and imports; less direct government involvement in the productive sector; and support for the private sector. This program has been supported by the International Monetary Fund (IMF) and the World Bank.

Despite an economic downturn in 1985 caused by dislocation in the international aluminum market, which reduced Jamaica's bauxite sales, the Jamaican economy now appears to be performing reasonably well. Inflation has been brought under 10 per cent and real economic growth in 1987 exceeded 6 per cent. The important tourism sector exceeded one million visitors in 1987 for the first time ever, and there continues to be extensive investment in light manufacturing, particularly the garment industry. Although Jamaica continues to reschedule loan obligations, it has not defaulted on principal or interest and remains in relatively good standing with the international financial community. Given continued political stability, short- and medium-term prospects for the country are good.

External Trade

Jamaican imports in 1987 totalled \$1.20 billion (US). Exports for the same period reached \$675 million (US). This hard currency deficit was largely made up by revenue from the tourist sector. As might be expected, the United States is Jamaica's major trading partner, accounting for 50 per cent of imports and taking 34 per cent of Jamaica's exports in 1987. Canada is the third-largest source of Jamaica's non-oil imports, accounting for 5.3 per cent of the total in 1987. Table I lists major Canadian exports to Jamaica.

Table I
Major Canadian Exports to Jamaica
1985-1987

(thousands of Canadian dollars)

COMMODITY	1985	1986	1987
Cured meats	391	558	1 043
Frozen fish	23	19	762
Herring bloaters	74	588	1 036
Salt fish*	5 260	10 822	6 621
Pickled fish	478	732	938
Canned fish*	3 747	6 837	5 061
Wheat	7 116	7 332	6 050
Wheat flour	698	1 571	2 237
Food flavourings and preparations	288	422	469
All food, feed, beverages and tobacco	20 250	31 895	26 388
All crude materials, inedible	160	110	520
Lumber	153	10	156
Shakes and shingles	21	22	628
Wood pulp	9	14	829
Newsprint	3 111	2 317	3 759
Container board	216	2 243	4 964
Woven fabrics	596	712	750
Bulk fertilizer*	4 313	3 937	10 102
Plastic resins, film, sheet	1 919	1 887	1 735
Fabricated aluminum	607	740	636
Gold and silver	81	288	641
Wire fencing, mesh, screening	2	1	1 514
All fabricated materials, inedible	16 504	16 950	30 842
Power-generating equipment	197	604	2 479
Construction machinery and parts	43	275	2 552
Motor vehicles and parts	216	171	2 120
Telecommunication equipment	2 387	2 119	6 493
Electrical distribution products	764	2 195	459
Hand tools	299	985	504
Garments and footwear	342	213	250

Medical and pharmaceutical products	2 049	2 163	2 271
Stationery and printed matter	1 084	2 045	2 132
Prefabricated buildings	19	87	1 217
Glass and metal containers	452	848	1 654
All end-products, inedible	13 527	18 980	33 914
TOTAL ALL CATEGORIES	53 180	70 026	94 780

* Primarily CIDA-funded aid shipments

III. *DOING BUSINESS IN JAMAICA*

Opportunities for Canadian Products and Services

With an economy based on tourism and mining with very little manufacturing capability, Jamaica offers numerous opportunities for Canadian exporters.

The government is concentrating on updating Jamaica's infrastructure. In co-operation with multilateral development banks and foreign-aid agencies, the government is funding major improvements in the electricity system, telecommunications, water supply, health care, education and transportation. Several major projects are currently being implemented with more on the drawing board.

Jamaica's economy is driven by tourism, and opportunities in the hospitality sector are numerous. Processed food, souvenir items, building materials, restaurant and food-service equipment, and general hotel supplies all find a ready market in this rapidly expanding sector.

Jamaica's manufacturing industries are generally confined to assembly of foreign products with limited local content or to garment manufacture. In both of these areas, opportunities exist for the supply of components. This is particularly true since the 1986 CARIBCAN scheme, an economic and trade development assistance program for the Commonwealth Caribbean, was introduced by the Canadian government. This initiative allows certain Caribbean countries, including Jamaica, duty-free access to the Canadian market for most of their products. A value-added test must be passed to permit duty-free entry. Canadian components imported are counted as the equivalent of Caribbean content.

Channels of Distribution

Most exporters selling to Jamaica hire an agent or distributor. In most cases this is necessary since constant personal follow-up is required to sell in the Jamaican market. Agents will normally market a product to distributors and end users without actually taking possession of goods. Commissions are paid directly by the Canadian supplier to the agency. Distributors, however, will purchase and

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

Organisation of Jamaica and commercial banks can offer an opinion on the creditworthiness of their members and customers. The Commercial Division of the High Commission also maintains files on many firms and can advise on their track record.

Banking Services

The Bank of Nova Scotia and the Canadian Imperial Bank of Commerce maintain extensive branch networks in Jamaica. Locally owned banks include the National Commercial Bank and Mutual Security Bank. The only American-owned bank operating in Jamaica is Citibank.

Transportation, Utilities and Communications

Ports. Kingston and Montego Bay are Jamaica's largest ports-of-call. Direct service from Montreal, Saint John and Halifax is provided by several shipping lines, including Zim, Saguenay and Kent lines. In addition, there are numerous sailings to Jamaica from east coast U.S. ports, particularly those in southern Florida.

Air. Both Air Canada and Air Jamaica provide air cargo services from Toronto as part of their regular passenger service. These can be badly congested depending on the time of year.

Telecommunications. The Jamaica Telephone Company provides internal communications services, and Jamaica International Telecommunications (JAMINTEL) connects Jamaica with the rest of the world. The Jamaican telephone system operates as part of the North American network. Local numbers can be dialled from Canada in the same way you dial area codes outside your own city. All Jamaican telephone numbers use the 809 area code.

Telex, fax and telephone connections with Jamaica are normally good although lines can be crowded.

Utilities. The government-owned Jamaica Public Service Company and National Water Commission provide electricity and water supplies throughout the country. Services are generally good although short-duration power black-outs occur more often in Jamaica than in North America.

IV. CUSTOMS AND EXCHANGE REGULATIONS

Currency and Exchange Rate

The unit of currency in Jamaica is the Jamaican dollar available in bills of \$100, \$20, \$10, \$5, \$2 and \$1 and coins of 50¢, 25¢, 20¢, 10¢, 5¢ and 1¢. Although officially floating against other world currencies, in practice the Jamaican dollar has, for several years, been pegged in a very narrow range around \$1.00 (U.S.) = \$5.50 (J). The value of the Canadian dollar against the Jamaican dollar floats in relation to the Canadian currency's movements against the U.S. dollar.

Exchange Control

The central bank, the Bank of Jamaica, operates a twice-weekly auction to manage the distribution of foreign exchange. Bona fide importers who can show evidence that imported goods have arrived on the island and all duties and taxes have been paid are allowed unrestricted access to the auction. Firms or individuals seeking funds to pay licence fees, royalties, dividends, consultant fees, etc., must first apply to the Bank of Jamaica for approval to enter the auction. Roughly 85 per cent of the bidders in each auction receive the foreign exchange they seek. Unsuccessful bidders are free to enter the next and subsequent auctions. After winning in an auction, firms can expect to wait 10 days to a month before receiving funds.

Canadian exporters should be aware of the auction system and how it functions since it directly affects when they are paid. Jamaican firms normally do not have access to letters of credit (LCs). In theory, Jamaican commercial banks must remit all foreign exchange they receive to the Bank of Jamaica for use in the auction. In practice, the commercial banks retain limited amounts of hard currency to open LCs for their largest and oldest customers. Most companies, however, do not have access to LCs and must use the auction. As noted above, local firms cannot enter the auction until their goods have landed in Jamaica and cleared Customs. In addition, they cannot enter the auction until any payment terms offered

by the supplier have expired. If, for example, a supplier offers 60-day payment terms, the Jamaican importer may not enter the auction until after the 60 days have expired.

Despite the seeming complexity of the system, it has generally worked smoothly. Very few complaints of non-payment have been received from Canadian exporters.

Import Controls

Jamaica's import licensing system has been progressively dismantled over the last few years. Virtually all goods may now be imported freely with the following exceptions:

a) Goods to be Imported Solely by the Jamaica

Commodity Trading Company (JCTC). The JCTC is the government's trading arm and has the sole right to import a few products considered sensitive (e.g., motor vehicles) or normally provided to Jamaica as foreign aid (e.g., wheat, sardines and certain other bulk commodities).

b) Banned Items. A few products are banned from entering Jamaica. These include "one-armed bandits," dog-racing equipment and any product originating in the Republic of South Africa.

c) Items Requiring a Specific Import Licence. Some items still require an import licence. These include certain fresh fruits and vegetables, some pharmaceutical products, explosives, firearms and ammunition.

Import Duties

Jamaica uses the Common External Tariff adopted by all members of the Caribbean Community (CARICOM) in the 1970s. This tariff uses Customs Cooperation Council Nomenclature. The country has indicated its willingness in principle to adopt the new world standard Harmonized System, but will do so within the framework of CARICOM.

In January 1987 the Jamaican government announced a tariff reform program that will see reductions in duties on most products in line with its IMF-mandated structural adjustment program. Prior to the introduction of this program, cumulative taxes and duties on imports could exceed 200 per cent. In March 1987 the maximum cumulative tax/duty rate was lowered to 68 per cent. Imports of a limited number of products, including automobiles, tobacco, alcoholic beverages and certain fresh fruits and vegetables, will continue, however, to attract duties higher than 68 per cent.

Duty is generally assessed on an ad valorem basis.

Documentation

Standard shipping documents and a commercial invoice must be provided to the Jamaican importer to facilitate customs clearance and auction access. The requirement for pre-shipment inspection by SGS (Société générale de surveillance) ended January 27, 1988.

V. *YOUR BUSINESS VISIT TO JAMAICA*

Advise and consult with the Trade Commissioner in the Commercial Division of the Canadian High Commission when planning your first business visit to Kingston, preferably well in advance of your departure. Inform that office of the purpose of your visit and include several copies of product brochures. It is extremely helpful if you work out the c.i.f. prices on at least a part of your product range in advance. You should also list any contacts you may already have with Jamaican business people.

With this information at their disposal, the commercial staff will be pleased to make appointments on your behalf.

When to Go

Business can be done year-round in Jamaica although it may be difficult to obtain airline and hotel reservations during the winter tourist season. In addition, because of the extended Christmas season and massive congestion at Kingston airport, you are wise to avoid the island during December.

Companies whose major market is the hospitality industry are advised to visit during the May-October period when firms can still place orders for the coming winter season.

How to Get There

Air Canada (four days a week) and Air Jamaica (six days) operate direct flights Toronto-Kingston. Eastern and Air Jamaica operate several daily flights from Miami, and American Airlines and Air Jamaica operate daily from New York.

Internal Transportation

With few exceptions, Jamaican roads are narrow, pot-holed and winding. This makes for treacherous driving not for the faint at heart. Rental cars are available from major international firms, such as Hertz and Avis, but are in short supply. Rental cars should be reserved well in advance, particularly during the winter. Drivers will require a valid Canadian licence.

Within Kingston, taxis are relatively easy to find and can be rented by the day if you have several calls to make. Public transit is crowded, dirty and not recommended.

Trans Jamaica Airlines operates an internal air service between Kingston and other major cities.

Passport

Canadian citizens can enter Jamaica without a visa on producing a Canadian birth certificate, a valid or expired passport or a certificate of Canadian citizenship. A return or through air ticket is also required, as well as, in certain cases, proof of sufficient funds to support you during your stay. A \$40 (J) exit tax is levied on departure from Jamaica.

Health Certificate

A health certificate is not normally required if you are travelling directly from Canada or the United States.

Clothing

Lightweight suits or jackets (with ties for men) are required for business calls.

Currency Regulations

The Jamaican dollar is the only legal tender in the country. All other currencies must be exchanged at a commercial bank or exchange bureau. Funds can normally be exchanged at the larger hotels. Canadian cash or traveller's cheques are welcome. Major credit cards are accepted at larger establishments. It is wise to check if they are accepted, however, before sitting down to an expensive meal.

The export of Jamaican currency is strictly prohibited. Exchange bureaus at the international airports will convert unused currency to U.S. dollars provided you have retained the exchange slip you received when first converting your funds to Jamaican dollars.

Tipping

Normal practice is to tip 10 per cent in restaurants and taxis and \$1 (J) per bag for luggage. Many restaurants, bars and hotels automatically add a service charge to their bills. A further tip is not necessary unless some extraordinary service has been rendered.

Security

Kingston has an unfortunate and deserved reputation for violent crime. Although most areas of the city are safe during daylight hours, it is unwise to travel on foot anywhere in the city after dark. This includes the hotel area of New Kingston.

Other areas of the country pose no abnormal security threat.

Water

Water in Jamaica is normally safe to drink straight from the tap. Periods of drought or flood can cause the water supply to become contaminated. This condition is well publicized when it occurs.

Illegal Drugs

Ganja (marijuana) and cocaine are widely and often openly available in Jamaica. They are also illegal in any amount. Outgoing security at the airports is tight and there are frequent police roadblocks throughout the country where searches are made for drugs and weapons. Numerous Canadians and other foreigners are arrested by police every year for drug possession and penalties are stiff, most often including a jail sentence and a hefty fine. Jamaican jails are not pleasant and are to be avoided.

VI. FEDERAL EXPORT ASSISTANCE

Market Advisory Services

As a service to Canadian business, the federal government maintains trade officers in 67 countries around the world. These representatives provide assistance to Canadian exporters and aid foreign buyers in locating Canadian sources of supply. In addition to providing the link between buyer and seller, the trade officer advises Canadian exporters on all phases of marketing, including identification of export opportunities, assessment of market competition, introduction to foreign business people and government officials, screening and recommending of agents, guidance on terms of payment, and assistance with tariff or access problems. Trade officers also play an active role in looking for market opportunities and encouraging promotional efforts.

An additional source of information is the group of geographic trade divisions at the Department of External Affairs in Ottawa. Each of these offices concentrates on markets in specific geographical regions, in this case Latin America and the Caribbean. They are the central government link in Canada for the trade officers abroad. In the case of Jamaica, the trade officers in Kingston are in constant contact with their counterparts in the Latin America and Caribbean Branch in Ottawa (Address: Caribbean and Central America Trade Development Division—Latin America and Caribbean Branch, Department of External Affairs, 125 Sussex Drive, Ottawa, Ontario K1A 0G2, Telephone: (613) 996-3877, Telex: 053-3745). This office can provide the following type of general information:

- market information, including economic forecasts for individual countries and information on the market for particular products;
- market access information on tariff rates, regulations, licensing, no-tariff barriers, product standards, required documents, etc.; and
- publications, including editions of this publication, *Guides for Canadian Exporters*, and country briefs on smaller markets.

The geographic trade divisions are also responsible for assisting and advising exporters on marketing their products and services and on informing business people about export services provided by the Canadian government, and export opportunities as they arise.

As well, International Trade Centres are located across Canada to provide a full range of trade services for Canadian exporters. They are staffed by experienced trade commissioners under the direction of a senior trade commissioner from the Department of External Affairs.

Services such as export counselling and the provision of market opportunity information are combined with the ability to assist in the development of individual marketing plans. The centres also act as focal points for export awareness programs such as seminars and workshops. In addition, each centre will be linked with the WIN Exports system operated by External Affairs.

The centres are located in regional offices of Industry, Science and Technology Canada (except for the Northwest Territories and the Yukon) and are often the first point of contact for potential exporters. Future centres are to be located in Calgary, Regina, London and Quebec City.

Export Development Corporation

The Export Development Corporation (EDC) is a Canadian Crown corporation whose purpose is to facilitate and develop Canada's export trade.

The EDC provides insurance, guarantees, and export financing, which combined with financial advice and the organization of financial packages, facilitate the sale of Canadian goods and services abroad.

The Corporation offers the following services:

a) Export Insurance and Related Guarantees

- global comprehensive insurance
- global political insurance
- selective political insurance
- specific transaction insurance
- specific transaction guarantees
- loan pre-disbursement insurance
- foreign investment insurance
- performance security insurance
- performance security guarantees

- consortium insurance
- surety bond insurance
- bid security guarantees

b) Export Financing and Related Guarantees

- loans
- multiple disbursement agreements
- line of credit allocations
- note purchases
- forfeiting
- loan guarantees

The EDC head office is in Ottawa at P.O. Box 655, 151 O'Connor Street, Ottawa, Ontario K1P 5T9, Telephone: (613) 598-2500, Telex: 053-4136. Regional offices are located in Montreal, Toronto, London, Calgary, Winnipeg, Vancouver and Halifax. General enquiries regarding other EDC services may be channelled through the regional offices. Export services are only handled by the Ottawa office. Enquiries about export financing for a specific geographical area should be addressed to the manager of the appropriate department in the Export Financing Group of the EDC in Ottawa.

Program for Export Market Development

On April 1, 1987, the Department of External Affairs consolidated the Program for Export Market Development (PEMD) and the Promotional Projects Program (PPP) into a single program called PEMD, a name well recognized by both the private sector and governments.

The new PEMD was designed to increase the marketing efforts of the private sector by helping them to participate in activities they would not, or could not, undertake on their own.

A summary of the types of assistance offered by the new PEMD follows.

Government-Initiated Activities—Trade Fairs and Missions. Under this PEMD activity, the government shares the cost of participating in national stands at trade exhibits outside Canada; sponsors outgoing trade missions of Canadian business persons to identify market opportunities abroad; and hosts incoming missions to Canada of foreign business and government officials who can influence export sales. In the case of trade fairs, a company can be eligible for assistance for up to three participations in the same fair event. There is no limit on mis-

sion participation. A new element in the program is the introduction of a participation fee for fairs to ensure a greater sharing by industry of costs related to government-sponsored activities.

Industry-Initiated Activities (for which government contribution continues to be repayable if sales result). Four applications per company per year are allowed.

Trade Fairs. Funding is provided for companies wishing to participate individually in foreign trade fairs.

Visits. Actual travel costs up to 100 per cent of the return economy airfare will be paid for both incoming visits to Canada of foreign buyers and market identification trips by Canadian companies outside Canada. In the case of market identification trips to the United States, only companies with annual sales below \$10 million will be eligible for assistance.

Project Bidding. This type of assistance shares the cost of bidding on specific projects outside Canada. The projects typically involve a formal bidding procedure in competition with foreign firms for consulting services, engineering construction, the supply of Canadian goods and services, major capital projects, and a special provision for mega-projects (over \$250 million Canadian content).

Establishment of Permanent Sales Offices Abroad.

Canadian exporters are assisted in undertaking sustained marketing efforts by establishing facilities in a foreign market (excluding the United States). The government will provide up to \$125 000 per project and individual companies may have up to two approvals during their lifetime.

Activities Related to the Food, Agriculture and Fish Sectors. Up to \$125 000 per project is available to cover special activities undertaken by non-profit food, agriculture or fish organizations, marketing boards and agencies for technical trials, product demonstrations, seminars and training, as well as commodity promotion. This assistance is non-refundable; two approvals per applicant per government fiscal year are permitted.

Marketing Agreement. The new PEMD offers applicants the flexibility to enter into concentrated agreements with the government to undertake marketing programs made up of a combination of activities eligible under the regular program for a period of up to two years. It is aimed at

medium-sized manufacturers with some experience in exporting.

More information on the PEMD program is available from Info Export, the Caribbean and Central America Trade Development Division or the International Trade Centres located in the regional offices of Industry, Science and Technology Canada.

Publicity

CanadExport, a bi-weekly newsletter published in English and French editions, promotes Canadian exports abroad. It features a variety of articles and reports on export opportunities, trade successes, government services to industry, international market conditions and tenders, industrial development and joint industry-government trade-promotion activities. Articles also appear regularly on fairs and missions organized abroad by the Department of External Affairs under its Fairs and Missions programs, as well as major fairs worldwide, and on multilaterally funded capital projects overseas which offer export opportunities for Canadian suppliers of goods and services.

CanadExport is available free of charge to Canadian manufacturers from the Department of External Affairs (BTC), Lester B. Pearson Building, 125 Sussex Drive, Ottawa, Ontario K1A 0G2. Call Info Export toll free: 1-800-267-8376.

Industrial Co-operation with Developing Countries

The Canadian International Development Agency (CIDA) established in 1978 the Industrial Cooperation Program to increase the effectiveness of the agency's social and economic development programs in the Third World.

This program, together with other existing bilateral programs, assists Canadian companies in penetrating new markets in developing countries and supports them in seeking opportunities for investment, joint ventures and transfers of technology in these markets.

The Industrial Cooperation Program uses financial incentives to support Canadian private sector initiatives in long-term business co-operation arrangements and in project definition studies in developing countries. Support is also provided for making contacts and identifying opportunities

through seminars, investment missions and viable business co-operation arrangements.

Most of these arrangements are defined as co-production or production-sharing agreements; assembly operations; licensing agreements; and various forms of equity participation.

Detailed information and application forms for the Industrial Cooperation Program are available from:

The Industrial Cooperation Division
200 Promenade du Portage
Hull, Quebec
K1A 0G4
Tel: (819) 997-7901
Telex: 053-4140

Provincial Governments

Each provincial government has a department that provides guidance on business development, including trade.

VII. USEFUL ADDRESSES

In Canada

High Commission of
Jamaica
Standard Life Building
275 Slater Street, Suite 402
Ottawa, Ontario
K1P 5H9
Tel: (613) 233-9311

Jamaican Trade
Commission
214 King Street West,
Suite 216
Toronto, Ontario
M5H 1K4
Tel: (416) 598-3393

Jamaica National
Investment Promotion
Limited
214 King Street West,
Suite 320
Toronto, Ontario
M5H 1K4
Tel: (416) 593-4821

Export Development Corporation

Head Office

151 O'Connor Street
Ottawa, Ontario
Mailing Address:
Export Development
Corporation
P.O. Box 655
Ottawa, Ontario K1P 5T9
Tel: (613) 598-2500
Cable: EXCREDCORP
Telex: 053-4136
Fax: (613) 237-2690

Ottawa District Office

151 O'Connor Street
Ottawa, Ontario
Mailing Address:
Export Development
Corporation
P.O. Box 655
Ottawa, Ontario K1P 5T9
Tel: (613) 598-2992
Cable: EXCREDCORP
Telex: 053-4136
Fax: (613) 237-2690

Ontario Region

Export Development
Corporation
Suite 810,
National Bank Building
P.O. Box 810
150 York Street
Toronto, Ontario
M5H 3S5
Tel: (416) 364-0135
Fax: (416) 862-1267

London District Office

Export Development
Corporation
451 Talbot Street,
Suite 303
London, Ontario
N6A 5C9
Tel: (519) 645-5828
Fax: (519) 645-4483

British Columbia and Yukon Region

Export Development
Corporation
Suite 1030,
One Bentall Centre
505 Burrard Street
Vancouver,
British Columbia
V7X 1M5
Tel: (604) 688-8658
Fax: (604) 688-3710

Prairie and Northern Region

Export Development
Corporation
Bow Valley Square III
Suite 2140
255 - 5th Avenue S.W.
Calgary, Alberta
T2P 3G6
Tel: (403) 294-0928
Fax: (403) 294-1133

Manitoba/Saskatchewan District Office

Export Development
Corporation
330 Portage Avenue,
Suite 707
Winnipeg, Manitoba
R3C 0C4
Tel: (204) 942-0226
Fax: (204) 983-2187
Toll Free: 1-800-665-7871

Quebec Region

Export Development
Corporation
Suite 2724,
800 Victoria Square
P.O. Box 124
Tour de la Bourse
Postal Station
Montreal, Quebec
H4Z 1C3
Tel: (514) 878-1881
Fax: (514) 878-9891

Atlantic Region

Export Development
Corporation
Toronto-Dominion Bank
Building
Suite 1003,
1791 Barrington Street
Halifax, Nova Scotia
B3J 3L1
Tel: (902) 429-0426
Fax: (902) 423-0881

International Trade Centres

If you have never marketed abroad, please contact the Department of External Affairs' International Trade Centre in your province. As noted earlier, International Trade Centres are co-located with the offices of Industry, Science and Technology Canada, except for the North-west Territories and the Yukon.

Alberta

International Trade Centre
Industry, Science and
Technology Canada
Cornerpoint Building
Suite 505
10179 - 105th Street
Edmonton, Alberta
T5J 3S3
Tel: (403) 495-2944
Telex: 037-2762
Fax: (403) 495-0507

British Columbia

International Trade Centre
Industry, Science and
Technology Canada
P.O. Box 11610, Suite 900
650 West Georgia Street
Vancouver,
British Columbia
V6B 5H8
Tel: (604) 666-1437
Telex: 045-1191
Fax: (604) 666-8330

Manitoba

International Trade Centre
Industry, Science and
Technology Canada
330 Portage Avenue
Room 608
P.O. Box 981
Winnipeg, Manitoba
R3C 2V2
Tel: (204) 983-4099
Telex: 075-7624
Fax: (204) 983-2187

Nova Scotia

International Trade Centre
Industry, Science and
Technology Canada
1496 Lower Water Street
P.O. Box 940, Station M
Halifax, Nova Scotia
B3J 2V9
Tel: (902) 426-6125
Telex: 019-22525
Fax: (902) 426-2624

Ontario

International Trade Centre
Industry, Science and
Technology Canada
Dominion Public Building
4th Floor, 1 Front Street
West
Toronto, Ontario
M5J 1A4
Tel: (416) 973-5052
Telex: 065-24378
Fax: (416) 973-8714

Prince Edward Island

International Trade Centre
Industry, Science and
Technology Canada
Confederation Court Mall
134 Kent Street, Suite 400
P.O. Box 1115
Charlottetown,
Prince Edward Island
C1A 7M8
Tel: (902) 566-7443
Telex: 014-44129
Fax: (902) 566-7450

New Brunswick

International Trade Centre
Industry, Science and
Technology Canada
Assumption Place
770 Main Street
P.O. Box 1210
Moncton, New Brunswick
E1C 8P9
Tel: (506) 857-6440
Telex: 014-2200
Fax: (506) 857-6429
Toll Free: 1-800-332-3801

Newfoundland and Labrador

International Trade Centre
Industry, Science and
Technology Canada
90 O'Leary Avenue
P.O. Box 8950
St. John's, Newfoundland
A1B 3R9
Tel: (709) 772-5511
Telex: 016-4749
Fax: (709) 772-5093

Quebec

International Trade Centre
Industry, Science and
Technology Canada
Stock Exchange Tower
Suite 3800
800 Place Victoria
P.O. Box 247
Montreal, Quebec
H4Z 1E8
Tel: (514) 283-6796
Telex: 055-60768
Fax: (514) 283-3302

Saskatchewan

International Trade Centre
Industry, Science and
Technology Canada
6th Floor
105 - 21st Street East
Saskatoon,
Saskatchewan
S7K 0B3
Tel: (306) 975-4343;
(306) 975-5318
Telex: 074-2742
Fax: (306) 975-5334

Industry, Science and Technology Canada

As noted above, the offices of Industry, Science and Technology Canada are co-located with the International Trade Centres, and are also situated in the following locations.

Business Centre

Industry, Science and
Technology Canada
235 Queen Street
Ottawa, Ontario
K1A 0H5
Tel: (613) 995-5771

Yukon

Industry, Science and
Technology Canada
108 Lambert Street
Suite 301
Whitehorse, Yukon
Y1A 1Z2
Tel: (403) 668-4655
Fax: (403) 668-5003

Northwest Territories

Industry, Science and
Technology Canada
10th Floor
Precambrian Building
P.O. Bag 6100
Yellowknife,
Northwest Territories
X1A 2R3
Tel: (403) 920-8568
Fax: (403) 873-6228
AES: (403) 920-2618

In Jamaica

Commercial Division
Canadian High Commission
3rd Floor,
Mutual Security Bank
Building
30-36 Knutsford Boulevard
Kingston 5
Tel: (809) 926-1500-9

High Commission's mailing
address:
P.O. Box 1500
Kingston 10

Air Canada
26 Trafalgar Road
Kingston 10
Tel: (809) 926-2151

Jamaica National
Investment Promotion
Limited
35 Trafalgar Road
Kingston 5
Tel: (809) 929-7190-5;
(809) 929-9450-6

The Trade Board
4 Winchester Road
Kingston 10
Tel: (809) 926-3130-9

Commissioner of Customs
P.O. Box 466
Myers Wharf P.O.
Kingston 15
Tel: (809) 922-5140-9

Private Sector Organisation
of Jamaica
(PSOJ)
39 Hope Road
Kingston 10
Tel: (809) 927-6238

Jamaica Chamber of
Commerce
7 East Parade
Kingston
Tel: (809) 922-0150-1

Bank of Nova Scotia
Jamaica Limited
Scotia Centre
Duke & Port Royal Streets
P.O. Box 709
Kingston
Tel: (809) 922-1000

Bank of Commerce
Jamaica Limited
1 King Street
Kingston
Tel: (809) 922-2960

The Wyndham Hotel
77 Knutsford Boulevard
Kingston 5
Tel: (809) 926-5430

Jamaica Pegasus Hotel
81 Knutsford Boulevard
Kingston 5
Tel: (809) 926-3690

The Courtleigh Hotel
31 Trafalgar Road
Kingston 10
Tel: (809) 926-8174

Terra Nova Hotel
17 Waterloo Road
Kingston 10
Tel: (809) 926-2211

Notes

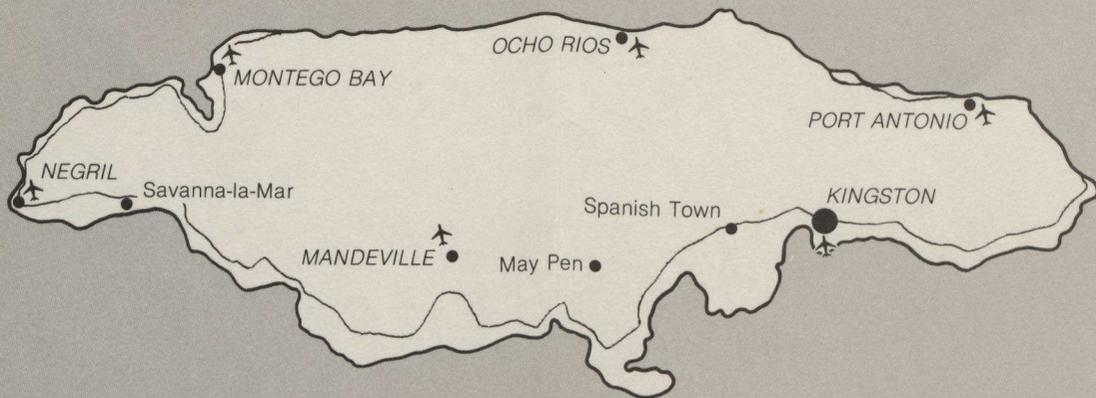
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Storage

HF 1010 .G85J25 1988 STORAGE
Jamaica, a guide for Canadian
exporters. --
15238942



Caribbean Sea

Jamaica

Scale 0 63 km

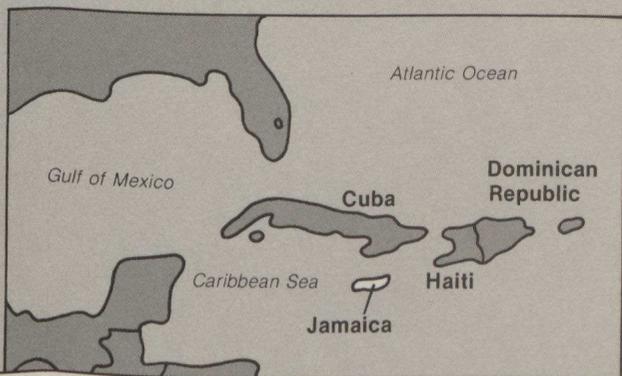
Legend

— Major Roads

● Capital City

● City

✈ Airports





External Affairs
Canada

Affaires extérieures
Canada

Canada