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East  
Caribbean

markets  
for canadian  
exporters

# EASTERN CARIBBEAN

US & BR.  
VIRGIN IS.

ST. MARTIN (FR./NETH.)

ST. KITTS — NEVIS

ANTIGUA

MONTserrat

GUADELOUPE

DOMINICA

MARTINIQUE

ST. LUCIA

ST. VINCENT

BARBADOS

Bridgetown

GRENADINES

GRENADA

TOBAGO

Port of Spain

TRINIDAD

Georgetown

GUYANA

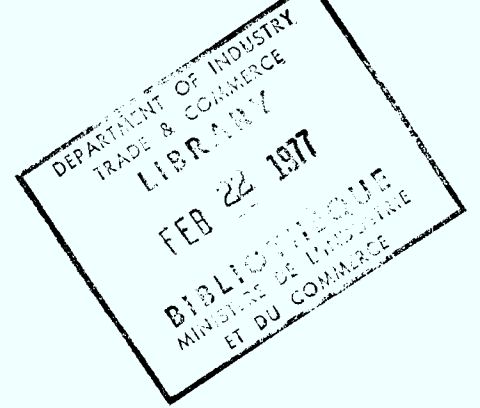
Paramaribo

SURINAM

Cayenne

FRENCH  
GUIANA





# MARKETS FOR CANADIAN EXPORTERS

## THE EASTERN CARIBBEAN

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## I. GENERAL

### Foreword

This booklet gives a general description of the markets covered by the Commercial Division, Canadian High Commission, Port-of-Spain, Trinidad. The term Eastern Caribbean is used loosely because the booklet does not cover all the Eastern Caribbean islands (the Virgin Islands and the Netherlands Antilles are excluded) and also because it does include the three Guianas on the South American mainland (Guyana, Surinam and French Guiana).

### Location and Geography

The Eastern Caribbean islands stretch 600 miles along a major geographical fault created roughly 70 million years ago. All of them, with the exception of Barbados, are volcanic in origin; Barbados is basically coral.

Guyana, Surinam and French Guiana on the northeastern tip of the South American continent are bordered to the west by Venezuela, to the south and east by Brazil, and to the north by the Atlantic Ocean. The coastal region of the Guianas is principally flat and the interior is mountainous. For area, population and main cities see the following table. Culturally and economically it is a mistake to group these three areas as part of Latin America: in any regional grouping they should be classed as Caribbean.

### AREA, POPULATION AND CAPITAL CITIES

<b>Territory</b>	<b>Area (sq. miles)</b>	<b>Estimated Population (1975)</b>	<b>Capital</b>
Antigua	170	81,000	St. John's
Barbados	166	272,000	Bridgetown
Dominica	289	77,000	Roseau
Grenada	133	110,000	St. George's
Montserrat	39	15,000	Plymouth
St. Kitts/Nevis/Anguilla	101	40,000	Basseterre
Anguilla	34	6,000	The Valley
St. Lucia	238	111,000	Castries
St. Vincent	150	95,000	Kingstown
Trinidad and Tobago	1,980	1,218,000	Port-of-Spain
Martinique	425	363,000	Fort-de-France
Guadeloupe	680	357,000	Basse-Terre
Guyana	83,000	796,000	Georgetown
Surinam	55,143	410,000	Paramaribo
French Guiana	34,740	55,000	Cayenne
<b>TOTAL</b>		<b>4,006,000</b>	

Statistics taken from the West Indies and Caribbean Year Book — 1975.

## **Historical Background**

The West Indies were discovered by Christopher Columbus on December 5, 1492, and the first island he sighted was called Hispaniola (now Haiti and Santo Domingo). Columbus took possession of all the islands discovered on behalf of the rulers of Spain. Most of the islands, during the Spanish occupation, were inhabited by Indian tribes such as the Caribs and Arawaks. In the early days the region's history was rather stormy. Pirates and buccaneers roamed the Caribbean seas. During the many wars fought in Europe, the islands changed hands frequently until finally Britain, France, The Netherlands and, in later years the United States, secured possession of several. Cuba, Haiti and the Dominican Republic were among the first to obtain their independence.

In the majority of the Commonwealth Caribbean countries, there have been moves towards self-government and independence since the latter part of the 19th Century. In 1958, the West Indies Federation was formed but lasted only five years. Since then, nearly all the islands have gained varying degrees of independence.

## **Climate and Health**

The climate is tropical, tempered by a constant breeze from the Northeast Trade Winds. Relative humidity is generally high because of heavy rainfall and vegetation is lush.

Health conditions are generally good but the usual precautions should be taken when visiting. The water is potable except in Antigua where rain water is used and should be boiled.

## **Local Time**

When it is 4:00 p.m. EST, it is:  
5:00 p.m. in French Guiana  
5:30 p.m. in Surinam  
5:15 p.m. in Guyana  
5:00 p.m. in Eastern Caribbean islands.

## **Languages**

English is the prevailing language in the Eastern Caribbean, except in Martinique, Guadeloupe and French Guiana where French is the official language, and in Surinam where Dutch is spoken. However, the businessmen of the French and Dutch territories usually speak English also.

## **Religion**

Freedom of religion is recognized throughout the area. The Christian, Hindu and Muslim faiths predominate.

## **Weights and Measures**

The French and Dutch territories use the metric system. All the English-speaking territories are in the process of converting to metric and most have instituted Metrication Boards. It is hoped that by 1978-80 a complete changeover will have been accomplished.



## Electricity

The diversity of the electrical supply systems is shown in the following table:

Territory	Cycles										
	50	60	110	115	127	220	230	240	400	415	400
Antigua		X					X		X		
Barbados	X			X			X				
Dominica	X					X	X				
Grenada	X						X		X		
Montserrat		X				X	X				
St. Kitts/Nevis	X						X				
Anguilla	X						X				
St. Lucia	X							X	X		
St. Vincent	X						X		X		
Trinidad and Tobago		X		X			X		X		
Guyana	X	X	X	X		X	X	X	X	X	X
Surinam	X	X			X						
French West Indies	X		X			X					
French Guiana	X		X		X	X					

NOTE: Single and 3-phase usually available.

## Public Holidays

New Year's Day	All territories
January 2	Grenada
Carnival (Monday and Tuesday preceding Ash Wednesday)	Trinidad and Tobago, Dominica, St. Vincent, French West Indies
Good Friday	All territories with exception of French Guiana
Easter Monday	All territories
Easter Tuesday	Grenada
Whit Monday	All territories with exception of Guyana
Corpus Christi	Trinidad and Tobago, St. Vincent, St. Lucia, Dominica, Grenada
May Day or Labour Day (May 1 or first Monday in May)	All territories with exception of Trinidad
Labour Day (June 19)	Trinidad
Commonwealth Day (May)	Dominica
First Monday in August	All territories with exception of Surinam, French West Indies and French Guiana
First Tuesday in August	Grenada
Independence Day (in French Islands, Bastille Day)	Guyana, May 26 (1976 only)
	French West Indies, July 14
	French Guiana, July 14
	Trinidad and Tobago, August 31
	Surinam, November 25
	Barbados, November 30

## National Days

Discovery Day, January 22  
 Republic Day, February 23  
 Statehood Day, February 27  
 Emancipation Day, July 1  
 State Day, November 1  
 National Days, November 3 and 4  
 St. Lucia's Day, December 13  
 CARICOM or Caribbean Day

St. Vincent  
 Guyana  
 St. Kitts/Nevis/Anguilla  
 Surinam  
 Antigua  
 Dominica  
 St. Lucia  
 All member states of the Caribbean Community — Trinidad, Barbados, Antigua, Dominica, Grenada, St. Kitts/Nevis/Anguilla, St. Lucia, St. Vincent, Montserrat and Guyana — are going to celebrate CARICOM or Caribbean Day on July 7 as of 1976 to commemorate the establishment of the Caribbean Community. It will be up to the individual governments to decide whether to declare this day a public holiday.

Thanksgiving Day  
 Prince Charles Birthday, November 14  
 UN Day (first Monday in October)  
 Ascension Day (May)  
 Assumption Day, August 15  
 All Saints Day, November 1  
 Armistice Day, November 11  
 \*Eid ul Ahaz (January)  
 \*Pagwah (February)  
 \*Youman Naubi (April)  
 \*Deepavali (September)  
 \*Eid ul Fitr (October)  
 \*Divali (October/November)

St. Lucia, St. Vincent  
 St. Kitts/ Nevis /Anguilla  
 Barbados  
 French West Indies, French Guiana  
 French West Indies, French Guiana  
 French West Indies, French Guiana  
 French West Indies, French Guiana  
 Guyana  
 Guyana, Surinam  
 Guyana  
 Guyana  
 Trinidad, Surinam  
 Trinidad and Tobago

\*These religious holidays are dependent upon physical sightings of the moon, therefore it is not possible to give exact dates until the month preceding the holiday.

## Government Systems

There are varying degrees of independence throughout the region. Montserrat is still a colony of Britain which is taking steps to establish a colonial form of government in Anguilla. St. Kitts/Nevis, Antigua, Dominica, St. Lucia, St. Vincent are Associated States (i.e. independent except for defence and external relations) of Britain. Trinidad and Tobago, Barbados, Guyana and Grenada are independent countries, each of them being a monarchy similar to Canada, except for Guyana which became a republic within the Commonwealth on February 23, 1970. Surinam, a former Dutch colony, is now an independent republic.

Martinique, Guadeloupe and French Guiana are Overseas Departments of France and, as such, enjoy the full powers and privileges of a Metropolitan French Department. They have their own representatives in Paris and are each governed by a prefect.

## II. ECONOMY AND FOREIGN TRADE

### General

Most Eastern Caribbean islands have economies based on tropical agriculture and tourism. However, in the Guyanas bauxite is the most important resource. Trinidad, on the other hand, is trying to diversify its economic base which has been centred mainly on petroleum, by encouraging the local manufacture of a variety of industrial products.

In the case of the Commonwealth countries as a whole, Britain is the main supplier followed by the United States and Canada. France is the main supplier to Guadeloupe, Martinique and French Guiana. The Netherlands is the chief supplier to Surinam.

### Agriculture

Sugar is the principal crop in Barbados, Guyana, Trinidad and St. Kitts. Production is stable in Trinidad and Guyana. Rice is also a major export crop of Guyana which supplies the other Commonwealth Caribbean countries. Bananas are the main export crop of the Windward Islands of Dominica, Grenada, St. Lucia and St. Vincent. Virtually all exports are to Britain. Other major crops are nutmeg and cocoa in Grenada, arrowroot in St. Vincent, citrus in Dominica and cocoa, citrus and coconuts in Trinidad.

### Fisheries

The fisheries industry is confined to inshore fishing and shrimping. However, research conducted by the United Nations Caribbean Fisheries Development Project, with headquarters in Barbados, has determined that there are sufficient quantities of fish off the Guianas to make deep-sea fishing operations feasible. So far, trawler fishing is carried out by Japanese and American owned boats and is confined mainly to shrimping. There are large operations based in Guyana, Trinidad, Barbados, Surinam and French Guiana. The catch is exported to the U.S.; little is available for consumption in the domestic markets. In spite of the limited operations of local fishermen, fish production is increasing steadily.

Under its Fisheries Development Program, Trinidad has just embarked on the construction of a Cdn.\$2 million fishing complex which includes dredging of the seabed, berthing facilities for deep-sea fishing boats, modern fish landing facilities, and storage and marketing facilities. Trinidad's catch in 1971 was approximately 18 million pounds and is not accelerating at the rate expected because of problems regarding territorial limits with Brazil and neighbouring Venezuela. Total CARICOM domestic production of fish was 105,244,000 lb. in 1971.

### Tourism

Tourism is big business in the Eastern Caribbean. More than 1.3 million visitors a year are attracted to this area. Some 550,000 of these come via cruise ships and the rest by air. Tourist expenditures should exceed Cdn.\$500 million a year.

Tourism has not grown at its previous rate since the oil crisis but has shown signs of recovering. New investments are still slow in materializing. The industry does provide an interesting market for food products and institutional supplies.

## Industrialization

Many factors have pressed individual governments of the area to seek some form of industrialization. The desire to conserve foreign exchange, the high rate of unemployment, the low cost of labour and free entry to an expanded market of approximately four million people have encouraged governments to promote local industries.

Trinidad now is the most industrialized country in the Eastern Caribbean; Guyana and Barbados are headed in the same direction. Generous incentives, such as tax holidays and freedom from import restrictions, are provided to induce firms to invest in manufacturing. Tariff or import licence protection is frequently offered as well. The industry sectors being developed are mainly food processing, textiles and electronic sub-assembly.

## Canadian Trade with the Eastern Caribbean

Trade between Canada and the Commonwealth Caribbean is governed by the Canada-West Indies Trade Agreement of 1925 and by the Protocol thereto signed by governments at the Commonwealth Caribbean-Canada Conference in Ottawa in 1966.

On January 1, 1976, the tariff preferences granted to Canadian goods entering the Commonwealth Caribbean Common Market (CARICOM) were rescinded because of other international obligations to which CARICOM adhered. Goods entering Canada from the CARICOM countries continue to benefit from the Canadian General Preferential Tariff for developing countries.

In the 1966 Protocol, both sides agreed to consult one another on economic developments which might substantially affect each other's trading interests. A Commonwealth Caribbean-Canada Trade and Economic Committee was established to discuss these matters from time to time.

The following tables show the main items traded between Canada and the Eastern Caribbean. The substantial value of the group "others" illustrates the great diversity of products that Canada sells to the area.

## PRINCIPAL CANADIAN EXPORTS TO TRINIDAD, 1975

	Cdn.\$
Newsprint paper	2,245,896
Peas, whole dried	1,539,980
Sardines, canned	1,027,317
Insulated wire and cable	868,574
Cod, heavy salt, 43PC or less moist	863,370
Knitted fabrics, n.e.s.	817,628
Writing and reproduction paper	633,168
Fancy meats, edible offal, cured	519,196
Plastic film and sheet	481,339
Wrapping paper, unbleached sulphite /sulphate	473,518
Food preparations, n.e.s.	459,063
Apples and crab apples, fresh	435,002
Refined sugar, cane and beet	428,391
Plastic bags	425,455
Lumber, white pine	390,767

Sheet and strip, steel, n.e.s.	376,665
Aluminum and alloy fabricated material, n.e.s.	369,446
Broad woven fabrics, mixed fibres	358,135
Medicinal and pharmaceutical products, n.e.s.	346,708
Beans, dried, n.e.s.	326,404
Broad woven fabrics, cotton, n.e.s.	319,035
Hard spring wheat flour	317,825
Polyester broad woven fabrics	312,114
Card punch sort tab computers and parts	311,149
Other	16,109,779
<b>TOTAL</b>	<b>30,756,024</b>

Source: Statistics Canada

### PRINCIPAL CANADIAN IMPORTS FROM TRINIDAD, 1975

	Cdn.\$
Fuel oil, n.e.s. heavy fuel oil	6,781,854
Crude petroleum	5,867,957
Cutting, penetrating and lube oils	4,077,582
Fuel oil No. 2 and 3	2,743,407
Raw sugar	2,258,403
Rum	2,073,137
Metal ores concentrates and scrap, n.e.s.	125,971
Other	864,222
<b>TOTAL</b>	<b>24,792,533</b>

Source: Statistics Canada

### PRINCIPAL CANADIAN EXPORTS TO GUYANA, 1975

	Cdn.\$
Writing and reproduction paper	1,219,531
Aircraft, complete with engine	626,445
Contractors equipment and tools	551,230
Mining machinery equipment and parts, n.e.s.	545,359
Knitted fabrics, n.e.s.	524,741
Beef cured	474,595
Broad woven fabrics, mixed fibres	415,556
Newsprint paper	414,288
Electrical equipment components, n.e.s.	374,568
Switchgear and protection equipment and parts, n.e.s.	374,113
Industrial furnaces, kilns, ovens and parts	365,750
Earth drilling and related machinery and parts, n.e.s.	317,622
Insulated cable and wire	298,497
Industrial chemical specialties and explosives	248,511
Structural shapes, steel	246,148
Aircraft assemblies, equipment and parts, n.e.s.	239,741

Welding wire rods electrodes solder	226,132
Woodland log handling equipment	202,666
Prefab and ready cut buildings and parts	196,200
Commercial telecommunications equipment, n.e.s.	196,346
Plastic film and sheet	189,352
Structural shapes, n.e.s. sheet piling	155,901
Broad woven fabrics, cotton, n.e.s.	152,054
Conveyors and conveying system	150,670
Medicinal and pharmaceutical products, n.e.s.	148,574
Inorganic chemicals, n.e.s.	140,152
Files and rasps	130,350
Parts for pumps	127,550
Lift trucks, industrial powered, n.e.s.	114,908
Prefab buildings, structures and parts, n.e.s.	107,745
Pipes and tubes, iron and steel, n.e.s.	101,353
Other	4,397,518
<b>TOTAL</b>	<b>13,974,166</b>

Source: Statistics Canada

### PRINCIPAL CANADIAN IMPORTS FROM GUYANA, 1975

	Cdn.\$
Bauxite ore	7,558,797
Alumina	1,704,080
Rum	1,150,464
Molasses, cane or beet	733,181
Civil aircraft, 2 engines or less	215,000
Other	219,997
<b>TOTAL</b>	<b>11,681,519</b>

Source: Statistics Canada /

### PRINCIPAL CANADIAN EXPORTS TO BARBADOS, 1975

	Cdn.\$
Hard spring wheat flour	1,456,116
Power boilers, equipment and parts	882,150
Aircraft, complete with engines	600,500
Lumber, white pine	351,439
Laboratory instruments, equipment and parts, n.e.s.	317,240
Newsprint paper	241,967
Telephone apparatus equipment and parts	221,769
Measuring and controlling instruments, n.e.s.	215,057
Pumps and pumping systems	213,848
Knitted fabrics, n.e.s.	208,219
Broad woven fabrics, mixed fibres	184,032
Broad woven fabrics, cotton, n.e.s.	179,634

Pipes, cast iron	178,306
Herring, canned, n.e.s.	176,736
Beef, cured	168,356
Sausage, cured, including frozen	167,675
Pollock, dried salted	151,476
Fancy meats, edible offal, cured	134,409
Sardine, canned	131,788
Corn meal and flour	125,335
Wheat flour, n.e.s.	122,294
Fish, salted and/or dried, n.e.s.	118,608
Food and beverage machinery and parts, n.e.s.	116,415
Poultry, fresh or frozen, n.e.s.	113,387
Insulated wire and cable	115,276
Medicinal and pharmaceutical products, n.e.s.	111,840
Polyester broad woven fabrics	109,947
Hake, dried salted	108,518
Pipe fittings, iron or steel	107,670
Other	6,361,828
<b>TOTAL</b>	<b>13,691,835</b>

### PRINCIPAL CANADIAN IMPORTS FROM BARBADOS, 1975

	Cdn.\$
Molasses, cane or beet	6,361,777
Rum	455,316
Gloves, protective headgear, athletic, n.e.s.	380,265
Other	759,485
<b>TOTAL</b>	<b>7,956,843</b>

Source: Statistics Canada

### PRINCIPAL CANADIAN EXPORTS TO LEEWARD AND WINDWARD ISLANDS, 1975

	Cdn.\$
Hard spring wheat flour	5,073,797
Fuel oil, heavy No. 4-6 and bunker	999,846
Refined sugar, cane and beet	576,001
Milk powder, skim milk	314,857
Prepared fertilizer mixtures	308,505
Furniture special purpose, n.e.s.	291,021
Lumber, white pine	282,101
Contractors equipment and tools	265,790
Hake, dried salted	247,869
Broad woven fabrics, mixed fibres	202,923
Pipes, cast iron	201,723
Sardine, canned	188,164
Biological products for humans	160,211

Pollock, dried salted	148,328
Herring, canned, n.e.s.	148,066
Medicinal and pharmaceutical products, n.e.s.	124,166
Bars, steel hot rolled	119,864
Pipe fittings, iron or steel	117,534
Mackerel, whole or split, pickled	110,604
Haddock and cusk, dried and salted	106,858
Models for demonstrations, etc., and parts	105,524
Eggs in the shell, n.e.s.	103,182
Pipes and tubes, iron and steel, n.e.s.	102,387
Other	4,755,824
<b>TOTAL</b>	<b>15,055,145</b>

Source: Statistics Canada

### **PRINCIPAL CANADIAN IMPORTS FROM LEEWARD AND WINDWARD ISLANDS, 1975**

	Cdn.\$
Nutmegs and mace, ground or unground	363,100
Molasses, cane or beet	205,859
Other	293,212
<b>TOTAL</b>	<b>862,171</b>

Source: Statistics Canada

### **PRINCIPAL CANADIAN EXPORTS TO FRENCH WEST INDIES, 1975**

	Cdn.\$
Aircraft, complete with engines	642,138
Beans, dried, n.e.s.	360,351
Newsprint paper	126,447
Toilet paper, packaged	52,114
Marine engines and parts	40,261
Pork, n.e.s., cured	39,966
Air-conditioning and refrigeration equipment and parts, n.e.s.	33,121
Lawn mowers and parts	30,333
White pea beans, dried	22,972
Other	239,515
<b>TOTAL</b>	<b>1,587,210</b>

### **PRINCIPAL CANADIAN IMPORTS FROM FRENCH WEST INDIES, 1975**

	Cdn.\$
Nutmegs and mace, ground or unground	5,632
Plastic end products, n.e.s.	1,848
Other	9,709
<b>TOTAL</b>	<b>17,189</b>



## PRINCIPAL CANADIAN EXPORTS TO SURINAM, 1975

	Cdn.\$
Metal fabricated basic products, n.e.s.	307,145
Motor vehicles, n.e.s.	245,012
Woodland log handling equipment	244,291
Beef, cured	242,772
Medicinal and pharmaceutical products, n.e.s.	179,117
Crushing and milling machinery and parts	173,543
Mining machinery equipment and parts, n.e.s.	163,171
General purpose industrial machinery and parts, n.e.s.	124,045
Other	1,256,869
<b>TOTAL</b>	<b>2,935,965</b>

Source: Statistics Canada

## PRINCIPAL CANADIAN IMPORTS FROM SURINAM, 1975 (Jan.-Nov.)

	Cdn.\$
Shrimps and prawns, fresh or frozen	4,538,485
Bauxite ore	1,125,387
Other	39,357
<b>TOTAL</b>	<b>5,703,229</b>

Source: Statistics Canada

## PRINCIPAL CANADIAN EXPORTS TO FRENCH GUIANA, 1975

	Cdn.\$
Peanut butter	5,050
Hams, cured	4,791
Lumber, jack pine	4,271
Marine engines and parts	4,114
Other	5,023
<b>TOTAL</b>	<b>23,249</b>

Source: Statistics Canada

## PRINCIPAL CANADIAN IMPORTS FROM FRENCH GUIANA, 1975

NIL

Source: Statistics Canada

### **III. DOING BUSINESS IN THE EASTERN CARIBBEAN**

#### **Opportunities for Canadian Products and Consulting Services**

The Eastern Caribbean depends greatly on imported products because local industry is not yet sufficiently developed. Natural resources are scarce and markets small and widely scattered. This opens doors in the Caribbean for Canadian products but the key to success is low pricing.

Most countries in the area have adequate local engineering know-how available for smaller projects. However, they lack the expertise and money to tackle major endeavours. The result has been that major projects are usually financed through international aid agencies or by foreign investors, and designed by foreign consultants.

However, numerous Caribbean governments now require local participation in major development projects. Canadian consulting firms which want to do business in the Caribbean should therefore associate with firms in the country where they intend to operate.

#### **Merchandising and Distribution**

Companies that both import and wholesale account for approximately 50 per cent of the distribution of imported foodstuffs to the consumer, through small retail food stores which are not large enough to do their own importing. Supermarkets and self-service food stores account for the other 50 per cent.

Textiles, department store goods, and consumer hardware are distributed by retail outlets which generally import goods through agents. Drugs and pharmaceuticals are usually marketed through importing wholesalers who book orders from and sell wholesale to the drugstores. They also deal with physicians, private nursing homes and clinics. Governments usually purchase drugs and supplies for their hospitals on a tender basis through agents for direct shipment. Lumber and builders' hardware is imported by agents and sold to wholesalers and the larger retailers. No North American-type jobbers or discount houses operate in this region as yet.

#### **Representation and Agents**

Different products require different marketing approaches. Where one item may be sold effectively through a commission agent, another may require an import/distributor arrangement or, for that matter, non-exclusive buying connections.

Another factor to be considered is the many separate territories covered by this post. One item might be effectively marketed throughout the region by an agent resident, for example, in Trinidad who travels through the area at regular intervals. For another product, an agent resident in each market should be appointed.

Few commission agents in the Eastern Caribbean specialize in any one product or line of products. Consequently, large commission agencies with numerous lines often cannot give the same attention to a new line that might be provided by a smaller firm. Guyana is moving towards a regime of state trading.

Because of the relatively small size of these markets, appointments of agents are usually made on an exclusive basis for a specified territory or territories. Canadian exporters should seek advice from the Trade Commissioner about prospective local agents and distributors.

## **Postal, Cable and Telephone Information — Canadian Rates**

Please check with your local post office for the latest postal rates.

### **Cable Rates**

Full Rate: \$0.26 per word

Night Rate: \$2.73 for 21 words, 13 cents each additional word

### **Telephone Rates**

Western Canada to:

Islands other than Guadeloupe, Martinique, and Trinidad and Tobago:

\$9.00 for 3 minutes person-to-person, \$3.00 for each additional minute.

Guadeloupe, Martinique, and Trinidad and Tobago:

\$12.00 for 3 minutes person-to-person, \$4.00 for each additional minute.

Central and Eastern Canada to:

Islands other than Guadeloupe, Martinique and Trinidad and Tobago:

\$6.75 for 3 minutes person-to-person, \$2.25 for each additional minute.

Guadeloupe, Martinique, and Trinidad and Tobago:

\$9.00 for 3 minutes person-to-person, \$3.00 for each additional minute.

## **Canadian Banks in Eastern Caribbean**

The Royal Bank of Canada, the Bank of Nova Scotia and the Canadian Imperial Bank of Commerce are all active in the Eastern Caribbean. We suggest that you consult your Canadian bank manager or, if in the Caribbean, the telephone directory of the country for the name and address of each bank or its agent.

## **Documentation**

Bills of lading and customs invoices are required for shipments to this area. For the Commonwealth Caribbean, a certificate of origin is necessary in order to qualify for the Commonwealth preferential tariff — generally 25 per cent Canadian content for foodstuffs and 50 per cent for non-food items.

Canadian exporters are often careless in preparing and forwarding correct documentation. This results in the late arrival of shipping documents and causes extra expense to the importer. Find out your customer's requirements and then take every reasonable precaution you can to see that they are met.

## **Price Quotations**

Prices should be quoted, whenever possible, port of destination in Canadian dollars. If it is not possible to quote c.i.f., prices should be quoted f.o.b. port of shipment, including all handling and documentation charges up to the time the goods are placed on board the carrier.

In some cases where prices are quoted f.o.b., an agent or buyer may forward a "tentative" or "trial" order and, at the same time, request a pro-forma invoice showing freight, insurance and other charges for the goods specified on the order. This invoice is required in order that the agent or buyer may determine the competitiveness of the goods. In no case should the goods stated on such an order be shipped without first having received specific confirmation from the agent or buyer for such goods.

## **Terms and Methods of Payment**

The customary terms extended to importers in these markets are sight draft documents against payment on arrival of the goods. It should be borne in mind, however, that these are highly competitive markets and, apart from price, credit terms and delivery are important determining factors in obtaining business. Therefore, credit may sometimes have to be extended for periods of up to 120 days from date of acceptance.

All exporters should obtain credit reports from the customer's bankers or through credit bureaus. That is, take the same precautions you would in Canada.

The name and address of the local agent, where there is one, should be indicated as "case of need" to the collecting bank with each draft.

## **Transport Services**

### **By Air**

As of June 1976, scheduled flights are available from either Montreal or Toronto to Antigua, the Bahamas, Barbados, Bermuda, Cuba, French Antilles, Jamaica, Trinidad and Tobago on one or more of Air Canada, Air Jamaica, British West Indies Airlines and Cubana.

Air Canada flies from Montreal to Bridgetown and Point-à-Pitre each Friday and Saturday; to Hamilton, Port-of-Spain and Fort-de-France each Saturday; to Antigua three times weekly; and to Kingston/Montego Bay daily via Toronto. Air Canada flies from Toronto to Antigua four times a week; Bridgetown daily except Tuesday, Wednesday and Sunday; Hamilton daily except Tuesday, Thursday and Friday; Havana each Friday; Kingston/Montego Bay daily except Wednesday; Nassau daily except Tuesday, Thursday and Sunday; and Port-of-Spain daily except Tuesday and Sunday.

Air Jamaica flies daily from Toronto to Kingston and Montego Bay.

British West Indies Airways flies from Toronto to Bridgetown and Port-of-Spain daily except Tuesday, Wednesday and Thursday.

As well, extensive air services are available through United States gateways, mainly New York and Miami, on such airlines as Air France, British Airways, Eastern Air Lines, Lufthansa and Pan American Airlines.

### **By Sea**

The following cargo liner services are operated from Eastern Canadian ports:

Flota Amazonica S.A.

Agents: March Shipping Ltd., Montreal, Toronto and Saint John

Facilities: General cargo, refrigerated cargo and bulk liquids

Sailings: Monthly to Trinidad; Barbados on inducement

Canadian Ports: Saint John year round; St. Lawrence River ports on inducement, summer only.

**Great Lakes Transcaribbean Line**

Agents: Protos Shipping Ltd., Montreal and Toronto  
 Facilities: General cargo and containers  
 Sailings: Every three weeks between April and December to Barbados and Trinidad on inducement  
 Canadian Ports: Thunder Bay, Hamilton and Valleyfield

**Saguenay Shipping Ltd.**

Agents: Saguenay Shipping Ltd., Montreal, Toronto and Halifax  
 R. C. Elkin Ltd., Saint John  
 Facilities: General cargo, refrigerated cargo and containers  
 Sailings: (a) monthly to Guyana  
 (b) every 9 days to Barbados, Trinidad and Leeward and Windward Islands; Surinam served via transshipment from Barbados  
 Canadian Ports: Halifax year round; Montreal, summer; Port Alfred, Trois Rivières, Quebec City, Summerside and Charlottetown served on inducement, summer; Saint John and Dalhousie, N.B., served on inducement year round

There is no direct shipping service from Canadian Pacific Coast ports to ports in the Eastern Caribbean area. To route via a United States Pacific port, Sea-Land Service accepts full container loads at Seattle, transports them by road or rail to Oakland where they are loaded on container ships sailing to San Juan, Puerto Rico. A weekly container shuttle service is operated between San Juan and Trinidad.

**Road-Water Routing via United States Ports**

In the absence of direct shipping services or non-availability of refrigerated cargo space from Canada to Caribbean destinations, use of United States ports may well prove a viable option. Shippers may wish to consult an international freight forwarding firm for information and guidance.

**Inter-Island Transportation**

Sea transport is fairly frequent with many island schooners (cargo cannot be insured) and coasters plying regularly between the islands. A shipping service owned by Caribbean governments sails fortnightly, calling at most Commonwealth Caribbean ports for cargo and passengers. In addition, local private companies operate ships between certain groups of islands. This service is primarily for their own products but they do accept other cargo as capacity permits.

**Buying Seasons**

In Trinidad, there are three principal buying seasons and in the other territories covered by this post there are two. These seasons are related, in the case of Trinidad, to Carnival (which is held on the Monday and Tuesday preceding Ash Wednesday), Easter and Christmas. In the other territories the latter two seasons apply.

Buyers usually place orders about six months ahead of these holidays. In the case of toys for the Christmas trade, orders are placed as far in advance as February and March, depending on the distance from the supplier. In addition, there is a growing tendency to order merchandise during the summer months for the January-February tourist season.

## **Patents, Trademark and Design Protection**

For protection, existing patents must be registered with the Registrar General of each country. A copy of the original patent accepted by the Canadian Government must accompany the application. Trademarks may be filed locally at any time, and are renewable every 14 years. Designs may be submitted at any time and renewed every five years. Applications must be made through a member of the local Bar.

## **IV. CUSTOMS AND EXCHANGE REGULATIONS**

### **Import Duties**

Commonwealth Caribbean territories have ad valorem (based on c.i.f. port of entry values) and specific duties in their tariff schedules. Guyana has an additional three per cent bill of entry levy on all goods based on the c.i.f. value. The signature of the Lomé Convention and the implementation of the U.S. General System of Preferences have resulted in the loss of Commonwealth preferences previously enjoyed by Canada throughout most of the CARICOM area. Implementation of the new one column tariff system began in January 1976 in the major areas, Trinidad, Barbados and Guyana. The smaller territories are expected to implement a single column tariff by May 1, 1976. All the Commonwealth Caribbean territories in the Eastern Caribbean are now part of the Caribbean Community — CARICOM — which has replaced the former CARIFTA. CARICOM embraces a common market in which goods of local origin receive preferential treatment among member countries. However, in most of the CARICOM territories consumption taxes are levied on a number of items such as garments, cosmetics and refrigerators.

In French Guiana, Guadeloupe and Martinique, which are French Overseas Departments, the Metropolitan French customs tariff applies. In general, imports from France and other European Common Market countries are dutyfree. However, imports are subject to an "octroi de mer" tax, which in most cases is seven per cent of the c.i.f. value.

Surinam has a tariff schedule which applies equally to imports from all countries, except for preferences from European Common Market countries. Most rates are expressed in ad valorem terms. In addition, a statistical tax of 1 to 1/2 per cent and a permit tax of 1/2 per cent are charged on the c.i.f. price.

### **Import Licences**

In Commonwealth countries in the Eastern Caribbean, most goods may be imported under open general licence. In Guyana and Trinidad and Tobago, however, an increasing number of imports are "negative listed" which means that a licence is required. Some goods are on quota or are banned completely. The import licensing systems are designed to offer protection for local industries against imports of competitive products. Import licences are required in other Eastern Caribbean territories also. We urge Canadian exporters to determine that the importer has a valid import licence before accepting orders.

In French Guiana, Guadeloupe and Martinique, import licences are not required for most Canadian goods.

All imports into Surinam must be covered by licence. Such licences are, in fact, issued for most goods.

## Special Regulations

Samples of no commercial value are allowed dutyfree entry. If you travel with samples which have commercial value, customs authorities will issue a bond that is refundable when the goods are taken out of the country. This bond can be arranged through your local bank in Canada.

Travelling salesmen who are actually booking orders are required to obtain a licence in most countries of this territory. This requirement is now always rigidly enforced. Rates are as follows:

<b>Antigua</b>	EC\$120.00 per year
<b>Dominica</b>	EC\$300.00 per year plus non-resident fee EC\$350.00 per year.
<b>Grenada</b>	No fee if visit is less than 15 days, possibility of exemption.
<b>Montserrat</b>	EC\$50.00 per year/person; EC\$200.00 per year/firm.
<b>St. Kitts</b>	EC\$50.00 per quarter, EC\$200.00 per year.
<b>St. Lucia</b>	EC\$300.00 work permit plus EC\$120.00 travelling salesman licence per year.
<b>St. Vincent</b>	Month or less EC\$20.00; EC\$200.00 per year exemption may be applied for.
<b>Barbados</b>	EC\$500.00 per six months for licence plus EC\$100.00 for work permit.

No licence is required for Guyana and Trinidad and Tobago as yet. However, the Trinidad and Tobago revised Immigration Regulations of 1974 are expected to be in effect by year end and they will result in fees of TT\$100 per month, TT\$500 per six months or TT\$1,000 per year.

Caribbean Division, Western Hemisphere Bureau, Department of Industry, Trade and Commerce, Ottawa K1A 0H5, should be contacted for up-to-date information on any changes in legislation which may have taken place.

## Currency and Exchange Rates

Six different types of currency are used in this territory.

1. Eastern Caribbean currency (EC\$) for the Leeward and Windward Islands — value at April 1976, EC\$1.00=Cdn.\$0.38
2. Barbados currency (B'dos\$) used in Barbados only — value at April 1976, B'dos\$1.00=Cdn.\$0.49
3. Trinidad and Tobago currency (TT\$) used in Trinidad and Tobago only — value at April 1976, TT\$1.00=Cdn.\$0.38
4. Guyanese currency (G\$) used in Guyana — value April 1976, Guy.\$1.00=Cdn.\$0.40
5. French Franc (FF) used in Martinique, Guadeloupe and French Guiana — value April 1976, FF\$1.00=Cdn.\$0.18
6. Guilder (fl) used in Surinam and also in the Netherlands Antilles — value at April 1976, fl\$1.00=Cdn.\$0.53

It is difficult to use the coinage interchangeably. To sum up the Cdn.\$1.00 equals:

B'dos\$2.04  
 EC\$2.65  
 TT\$2.65  
 Guy.\$2.60  
 FF\$5.55  
 fl\$1.89



## **Exchange Controls**

A permit is required to change local currency into non-sterling currencies. This permit is usually easy to obtain for commercial transactions.

## **Further Details**

For details on tariff and import licence requirements for specific products, contact the Caribbean Division, Western Hemisphere Bureau, Department of Industry, Trade and Commerce, Ottawa, K1A 0H5.

# **V. YOUR BUSINESS VISIT**

## **Advise and Consult the Trade Commissioner**

When planning your first business visit to Port-of-Spain, advise the Commercial Section of the Canadian High Commission in Port-of-Spain well in advance of your departure. Inform them of the objective 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. You should also list any contacts you may already have made with Eastern Caribbean businessmen.

With this information at their disposal, the Commercial Staff will be pleased to arrange a tentative itinerary and make appointments on your behalf which you can confirm upon arrival. Because of the increasing number of businessmen visiting our posts abroad, we recommend that you leave the arrangements for hotel reservations in the hands of your travel agent.

## **When to Go**

The best time to visit the Eastern Caribbean is between April and November to avoid the tourist season. Local businessmen have more time then to consider new lines and new ventures. Virtually no business is transacted in Trinidad during Carnival in February.

## **How to Get There**

Air Canada has daily flights from Canada to the Caribbean and British West Indian Airways (BWIA) flies three times a week from Toronto to Antigua, Barbados and Trinidad.

Within the territory itself many airlines (BOAC, KLM, BWIA, LIAT, etc.) ensure a regular service.

## **Internal Transportation**

If you have a tight business schedule, rent a taxi for the day — the cost is approximately Cdn.\$20.00 a day. You will save a lot of trouble and time. Air-conditioned taxis are also available.



## **Passports**

For the Commonwealth Caribbean a valid passport is required. No visa is required. A departure tax of approximately Cdn.\$1.00 is usually required on departure from an airport in the area.

## **Health Certificate**

Only smallpox vaccination is required.

## **Baggage and Clothing**

Light tropical weight suits are a must. There is no need for rainwear since showers, although heavy, are usually short. Although sometimes a nuisance, we suggest that jackets be worn during business calls. Jackets are required in some restaurants after 7.00 p.m.

# **VI. EXPORT DEVELOPMENT CORPORATION**

The Export Development Corporation (EDC) is a crown corporation empowered by federal statutes to insure Canadian firms against non-payment when Canadian goods and services are sold abroad; to make loans to foreign purchasers of Canadian capital equipment and technical services; to guarantee financial institutions against loss when they are involved in an export transaction either by financing the Canadian supplier or the foreign buyer; and to insure Canadians against loss of their investments abroad through non-commercial risks.

## **Export Credit Insurance**

EDC may insure contracts involving consumer goods and miscellaneous general commodities sold on short-term credit terms up to a maximum of 180 days; and capital goods, such as heavy machinery, on medium-credit terms up to a maximum of five years. EDC may also insure earnings from the rendering of services to a foreign customer.

In the case of goods and services sold on short credit terms, a comprehensive policy is issued which covers an exporter's entire export sales for one year. For goods and services sold on medium credit terms, specific policies are issued for each transaction.

The main risks covered under a policy are the insolvency of a foreign buyer or his failure to pay, within six months after the due date, for goods he has duly accepted; blockage of funds or transfer difficulties; war or revolution in the buyer's country; cancellation or non-renewal of an export or import permit.

EDC does not cover trade disputes or risks which can be and normally are insured with commercial insurers.

To obtain spread of risk, an exporter generally insures his exports to all countries, excluding sales made against irrevocable letters of credit and those paid for in advance. He may also exclude sales to buyers in the United States. EDC normally covers a maximum of 90 per cent of the amount of the loss.

## **Export Financing**

EDC makes loans to foreign purchasers, or guarantees private loans to foreign purchasers, in support of Canadian exports of capital equipment and related services when extended credit terms are required to meet international competition and when commercial financing is not available.

In addition, where international competition so requires, EDC may guarantee local cost financing being provided by the private sector, or may finance directly using EDC or government resources, up to a maximum of 20 per cent of the value of the goods and services exported from Canada in respect of a financed project.

Eligible transactions cover the power, transportation, communications and other capital goods industries as well as services related to appraisal and development (but not feasibility studies) of natural resources and projects for public utilities and primary and secondary industry.

It is usually the Canadian exporter and not the foreign borrower who submits the loan application to EDC. The Canadian exporter, or the one acting as prime contractor for the project if more than one exporter is involved, should approach EDC for an opinion as to the eligibility of an export sale for financing before a commercial agreement is signed.

The borrower need not be the importer in the transaction, as for example, when a government might borrow on behalf of one of its agencies, or a bank on behalf of one of its agencies, or a bank on behalf of one of its clients.

## **Foreign Investment Insurance**

To open new markets to Canadian businessmen by bringing the manufacture or assembly of goods nearer potential markets and to contribute to the advancement of less developed nations, EDC offers insurance against certain political risks of loss of Canadian investment abroad.

The program offers facilities covering three broad political risks:

- (1) expropriation
- (2) inconvertibility, or inability to repatriate earnings or capital
- (3) insurrection, revolution or war.

The investor can elect to take out a policy covering any, or all, or any combination of the three political risks.

The program calls for the investor to carry a percentage of the liability; the remainder is borne by EDC. This co-insurance requirement is extended to all contracts regardless of investor or country. The normal co-insurance to be carried by the investor is 15 per cent.

The above outlines the activities of the EDC. Not all aspects will necessarily apply to every country. For more detailed information, businessmen should consult the EDC directly.

## **Program for Export Market Development**

The Department of Industry, Trade and Commerce is prepared to make repayable contributions towards a company's costs in developing export business. The program provides:

1. Incentive for participation in capital projects abroad
2. General market development assistance for:
  - (a) market identification
  - (b) market adjustment
3. Participation in trade fairs outside Canada
4. Incoming foreign buyers assistance
5. Export consortium assistance.

Applications should be made well in advance of requirements to the Program Office, Export Market Development, Department of Industry, Trade and Commerce, Ottawa K1A 0H5.

## **VII. USEFUL ADDRESSES**

### **In The Eastern Caribbean**

Canadian High Commission in Trinidad:

Commercial Division  
 Canadian High Commission  
 72-74 South Quay, Huggins Building  
 P.O. Box 1246  
 Port-of-Spain, Trinidad  
 Tel: 62-37254

#### **Air Canada**

Air Canada  
 Furness Withy Building  
 84 Independence Square  
 Port-of-Spain, Trinidad  
 Tel: 62-52191

Air Canada  
 Cavan House  
 Broad Street  
 Bridgetown, Barbados  
 Tel: 62084

### **Banks**

#### **Trinidad**

Bank of Nova Scotia  
 Independence Square  
 Port-of-Spain  
 Tel: 62-31253

Canadian Imperial Bank of Commerce  
 72 Independence Square  
 Port-of-Spain  
 Tel: 62-52711

**Guyana**

Bank of Nova Scotia  
Regent and Hincks Streets  
Georgetown  
Tel: 2633

Royal Bank of Canada  
Water Street  
Georgetown  
Tel: 62691

**Barbados**

Bank of Nova Scotia  
Broad Street  
Bridgetown  
Tel: 60230

Royal Bank of Canada  
Broad Street  
Bridgetown  
Tel: 65200

Canadian Imperial Bank of Commerce  
Broad Street  
Bridgetown  
Tel: 60571

**Antigua**

Royal Bank of Canada  
St. John's  
Tel: 325

Bank of Nova Scotia  
St. John's  
Tel: 20338

Canadian Imperial Bank of Commerce  
St. John's  
Tel: 20836

**St. Kitts**

Royal Bank of Canada  
Basseterre  
Tel: 2409

**Montserrat**

Royal Bank of Canada  
Plymouth  
Tel: 2296

**Grenada**

Royal Bank of Canada  
Halifax Street  
St. George's  
Tel: 2342 or 2196

Canadian Imperial Bank of Commerce  
Halifax Street  
St. George's  
Tel: 2516 or 2586

Bank of Nova Scotia  
Halifax Street  
St. George's  
Tel: 2792

**St. Lucia**

Royal Bank of Canada  
Wm. Peter Boulevard  
Castries  
Tel: 2246

Bank of Nova Scotia  
Wm. Peter Boulevard  
Castries  
Tel: 2295

Canadian Imperial Bank of Commerce  
Castries  
Tel: 3730

**Dominica**

Royal Bank of Canada  
Roseau

**St. Vincent**

Royal Bank of Canada  
Kingstown

Canadian Imperial Bank of Commerce  
Kingstown  
Tel: 158

**French West Indies**

Royal Bank of Canada (France)  
30 rue Frébault  
Point-à-Pitre  
Guadeloupe  
Tel: 1910

Royal Bank of Canada (France)  
19-21 rue de la Liberté  
Fort-de-France  
Martinique  
Tel: 69.83

## **In Canada**

Caribbean Division  
Western Hemisphere Bureau  
Department of Industry, Trade and Commerce  
Ottawa K1A 0H5

High Commissioner for Guyana  
Suite 309  
151 Slater Street  
Ottawa K1P 5H3  
Tel: 613-235-7249

High Commissioner for Barbados  
Suite 200  
151 Slater Street  
Ottawa K1P 5H3  
Tel: 613-236-9517

Trinidad and Tobago High Commission  
Room 508, Fuller Building  
75 Albert Street  
Ottawa K1P 5R5  
Tel: 613-232-2418

## REGIONAL OFFICES

IF YOU HAVE NOT PREVIOUSLY MARKETING ABROAD, CONTACT THE NEAREST REGIONAL OFFICE OF THE DEPARTMENT OF INDUSTRY, TRADE AND COMMERCE IN YOUR AREA.

NEWFOUNDLAND LABRADOR	Director 210 Water Street St. John's, Newfoundland A1C 1A9	Tel: (709) 737-5511 Telex: 016-4749
NOVA SCOTIA	Director Suite 1124, Duke Tower 5251 Duke Street, Scotia Square Halifax, Nova Scotia B3J 1N9	Tel: (902) 426-7540 Telex: 019-21829
NEW BRUNSWICK	Director Suite 642, 440 King Street Fredericton, New Brunswick E3B 5H8	Tel: (506) 454-9707 Telex: 014-46140
PRINCE EDWARD ISLAND	Director P.O. Box 2289 Dominion Building 97 Queen Street Charlottetown, Prince Edward Island C1A 8C1	Tel: (902) 892-1211 Telex: 014-44129
QUÉBEC	Le directeur Bureau 2124, Place Victoria C.P. 257, Tour de la Bourse Montréal (Québec) H4Z 1J5	Tél: (514) 283-6254 Télex: 055-60768
	Le directeur Suite 620, 2, Place Québec Québec (Québec) G1R 2B5	Tél: (418) 694-4726 Télex: 051-3312
ONTARIO	Director Commerce Court West, 51st Floor P.O. Box 325 Toronto, Ontario M5L 1G1	Tel: (416) 369-3711 Telex: 065-24378
	Regional Officer Room 1538, Tower B 112 Kent Street Ottawa, Ontario K1A 0H5	Tel: (613) 996-1216 Telex: 053-4124

MANITOBA	Director Suite 1104, Royal Bank Building 220 Portage Avenue Winnipeg, Manitoba R3C 0A5	Tel: (204) 985-2381 Telex: 075-7624
SASKATCHEWAN	Director Room 980, 2002 Victoria Avenue Regina, Saskatchewan S4P 0R7	Tel: (306) 569-5020 Telex: 071-2745
ALBERTA NORTHWEST TERRITORIES	Director 500 Macdonald Place 9939 Jasper Avenue Edmonton, Alberta T5J 2W8	Tel: (403) 425-6330 Telex: 037-2762
BRITISH COLUMBIA YUKON	Director P.O. Box 49178, Suite 2743 Bentall Centre, Tower III 595 Burrard Street Vancouver, British Columbia V7X 1K8	Tel: (604) 666-1434 Telex: 04-51191







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