

### 1. Who is an Exporter?

An exporter is an individual or entity who sends his/her goods and services to another country for sale or on a commercial basis for the purpose of trade which will result in the generation of revenue.

### 2. What are some basic considerations when planning to export?

When planning to export, considerations must be given to the following:

- a. Capacity of the company which answers the question as to whether the company has sufficient products to export to their chosen market on a consistent basis.
- b. Market Research/Targeting is very important to ensure that the right markets are being targeted, to develop awareness around the culture of these markets and consumers' tastes. Market research also helps in establishing demand for product/service, identifying channels of distribution within the targeted markets and the required standards & quality (i.e. certifications - e.g. GAP, HACCP).
- c. The Visual which includes the packaging and labelling, which must adhere to the required standards of the targeted markets.
- d. Marketing, in particular branding and in-market promotions are essential for your products in new markets; some of these activities include: selling in-market- warranties, return policy and after sale service.
- e. IP Protection is very important and Exporters should register their name, mark and brand in all target markets.
- f. Market Access for goods which refers to the conditions, tariff and non-tariff measures (NTMs), set by countries for the entry of specific goods into their markets. Jamaica has several trade agreements, which provide easier market access of Jamaican products to some market. [Click here to view some of the trade agreements.](#)
- g. Exporter Registration is required for all exporters. JAMPRO is the agency that handles this process, which means that all companies intending to export must first register with JAMPRO before they can begin exporting.



### 3. Where do you go to register as an Exporter?

Registration can be done on line at [www.jexporter.com](http://www.jexporter.com) or by visiting one of the two (2) JAMPRO offices:

JAMPRO - Head Office  
18 Trafalgar Road  
Kingston 10

JAMPRO – Western Regional Office  
Montego Bay Convention Centre  
Rose Hall, St. James

### 4. What are the general requirements for Export Registration?

The registration process requires a payment of J\$3,500 (which can be made via [www.jexporter.com](http://www.jexporter.com) or in office). Fees are renewable on a yearly basis on the anniversary date of the original registration, at a cost of JA\$3,000.

There are two options for registration:

- You may register as an individual, which will require you to submit, along with the fee stated above, a current passport size picture, Tax Registration Number (TRN) and a valid Jamaican proof of identification; or
- Should you register as a company/business, you will need to submit, along with the associated fee, your certificate of incorporation and the business/company TRN.

For products within the following categories, the required approval or licenses must be obtained from the governing agency before JAMPRO can proceed with the export registration, for example:

- **Fresh Agricultural Produce:** a certified packaging facility is required. Information on packaging facility specifications and guidelines can be accessed through the Ministry of Agriculture's Plant Quarantine Department.
- **Apicultural, Bee products or Animals:** the Veterinary Services Division, Ministry of Agriculture is to be contacted.
- **Coconut & Coffee products:** contact should be made with the Jamaica Agricultural Commodities Authority (JACRA)

For additional requirements relating to exporter's registration, please contact JAMPRO's Contact Management Centre via telephone at 876-978-7755 or email [info@jamprocorp.com](mailto:info@jamprocorp.com).

### 5. Do I need a registered business to export?

No, Individuals as well as Businesses/Companies may register to export.

### 6. What are your responsibilities as an exporter?

As an exporter, you are required to:

- Assess the target market
- Assess internal capacity
- Establish Distributor Relationship (JAMPRO may also provide assistance)
- Ensure you adhere to quality standards in the manufacturing of your products
- Adhere to packaging and labelling requirements of your selected market
- Research the necessary certifications and requirements (for e.g. HACCP) for the intended export markets

### 7. What are the benefits of establishing a distributor relationship?

There are many benefits of using distributors; some of which are outlined below:

- They have an established customer base: Most established distributors already have good relationships with an existing customer base of resellers and retailers and can therefore quickly promote your products to their

customers and start generating sales.

- They possess sales & marketing Expertise: Distributors are experienced at both sales and marketing and understand very well how best to sell to their customers.
- They have storage capacity & possess Logistics know-how: You will also benefit from a storage space, without the need to invest in physical premises to store your products in the target market. They also have established and reliable logistics, which means they can move products quickly and cost effectively.
- They provide a quick route to market: Another major benefit of using a distribution channel to take your product to market is the speed at which your products can reach consumers in your target market.

### 8. What are some key questions to answer when establishing a distributor relationship?

- Is the distributor financially strong?
- Does the distributor have the facilities needed to service the market?
- Is the distributor linked to the right network to sell your products?
- How important is your product in the distributor's product mix?

### 9. What role does JAMPRO plays in Export Development and Facilitation?



JAMPRO's role in export development and facilitation is to assist the exporter by:

- Providing Business Information – Secure vital business information and learn about export procedures
- Assist in Business Linkages
- Identify business linkage opportunities and generate local supply contracts
- Market Development Information
- Where possible, identify export opportunities and access markets for your products

Through our marketing penetration efforts, JAMPRO provides you with opportunities to place your products in front of buyers through:

- International Trade shows
- Inward Buyer Missions
- Outward Trade Missions to target markets
- Business Matchmaking
- Buyer Recruitment for Expo Jamaica (a bi-annual trade show)



### CONTACT US

**HEAD OFFICE**  
18 Trafalgar Road  
Kingston 10, Jamaica W.I.  
Phone: +1 876 978 7755; 978-3337  
Toll Free: +1 888 INVESTJA (468 4352)  
Fax: +1 876 946 0090  
Email: [info@jamprocorp.com](mailto:info@jamprocorp.com)

**WESTERN REGIONAL OFFICE**  
Montego Bay Convention Centre  
Rose Hall, Montego Bay  
St. James, Jamaica W.I.  
Email: [jampromobay@jamprocorp.com](mailto:jampromobay@jamprocorp.com)

**NORTH AMERICAN REGIONAL OFFICE**  
303 Eglinton Avenue East, 2nd Floor  
Toronto, Ontario, M4P 1L3, Canada  
Tel: 416 932 2200 (main) 416-598-3008  
Fax: 416 932 2207  
Toll-Free: 1 877 744 2208  
Email: [jamprocanada@jamprocorp.com](mailto:jamprocanada@jamprocorp.com)

767 3RD Avenue, Second Floor  
New York, NY 10017, USA  
Tel: 646-213-0101  
Email: [JamproNewYork@jamprocorp.com](mailto:JamproNewYork@jamprocorp.com)

**LONDON OFFICE**  
JAMPRO / Jamaica Trade Commission  
1 Prince Consort Road,  
London SW7 2BZ, England  
Phone: + 44 20 7 584 8894  
Fax: + 44 20 7 823 9886  
email: [jamprouk@jamprocorp.com](mailto:jamprouk@jamprocorp.com)

