



JAMPRO
TRADE & INVESTMENT JAMAICA

Buy Jamaican: Beyond Coffee & Rum

Jamaica's Export Potential

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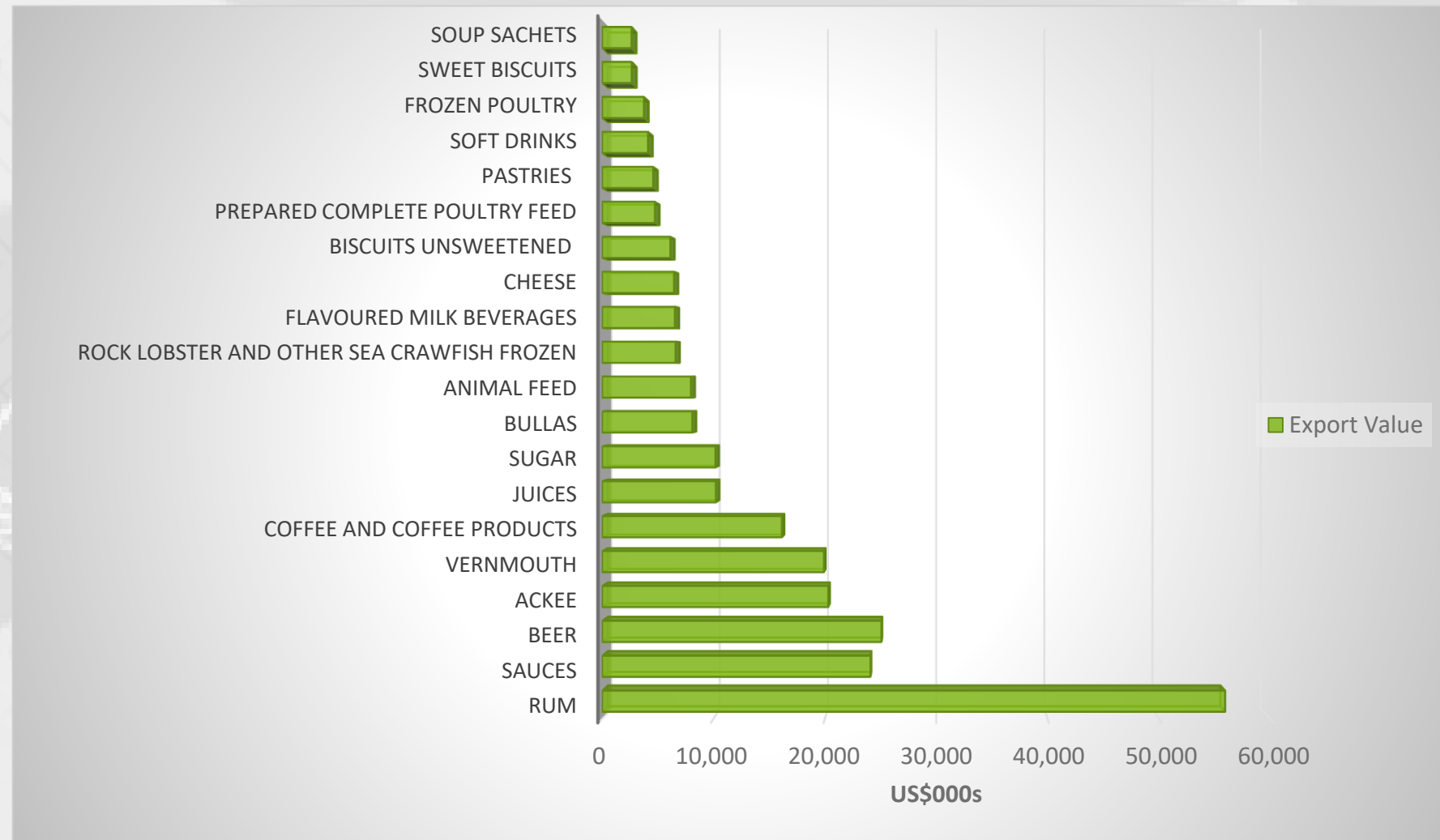


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Outline



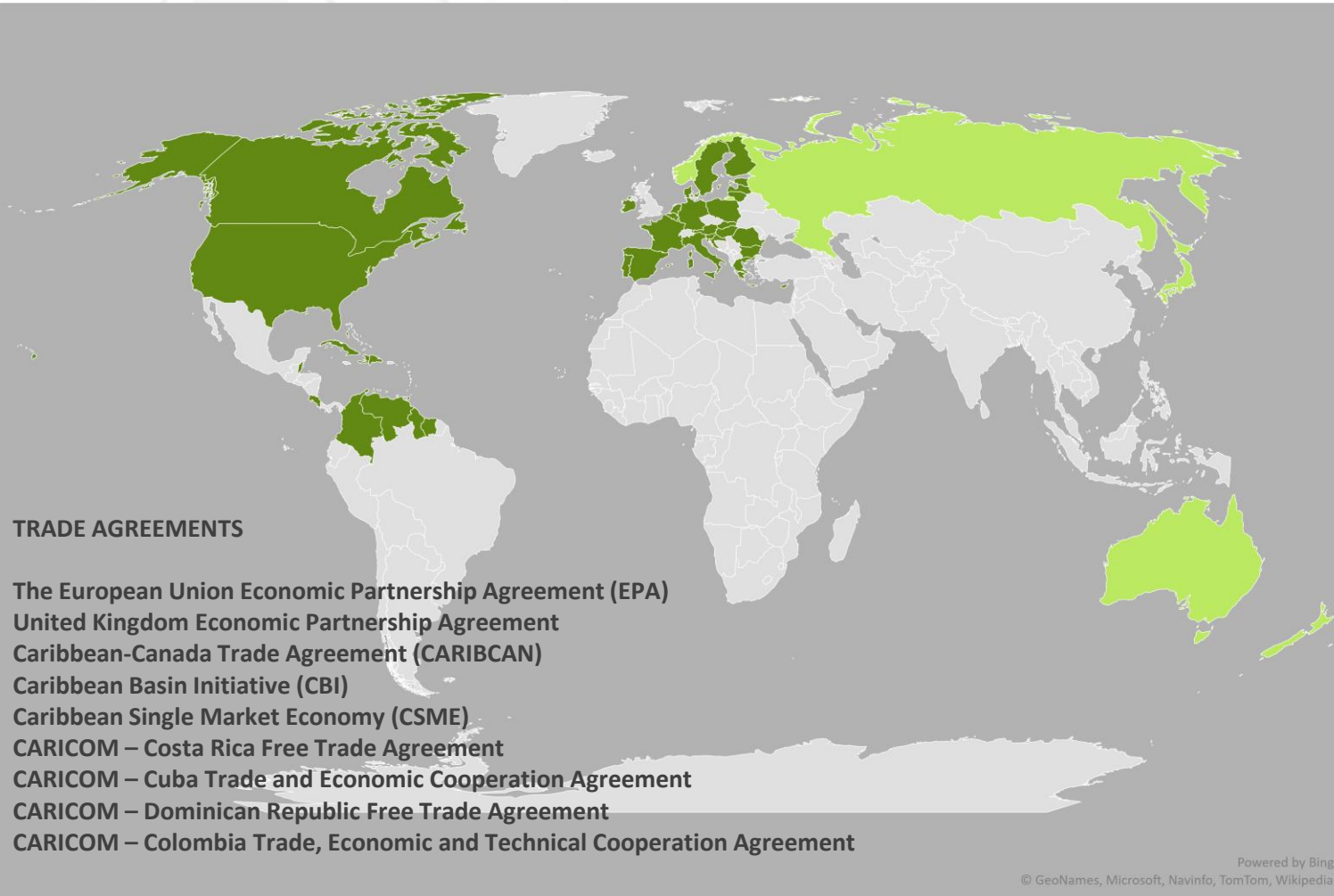
Jamaica's Leading Processed Food and Beverage Exports



These processed foods and beverages go primarily to the USA, Canada, UK and Cayman Islands, except for lobster which primarily goes to France and China.

Source: STATIN 2019

Market Access



- Most favoured nation access to the 164-member countries of the World Trade Organisation
- Multilateral trade & partnership agreements with countries in North and South America, the Caribbean and Europe
- Beneficiary under the Generalised System of Preferences (GSP) affording reduced duties for products to Australia, Japan, Belarus, New Zealand, Norway, Switzerland and Russian Federation

Export Opportunities: Euromonitor Market Assessment



Roots & Tubers

Yams
Sweet Potatoes
Cassava

\$12+ mn

2018 combined untapped potential for Root & Tuber exports to US, Canada, and UK



Crustaceans

Rock Lobster Tails
Frozen Whole Lobster

4%

2015-2018 CAGR for global lobster demand



Fresh Fruits

Papayas
Mangoes
Oranges
Avocados

\$4.5 mn

2018 combined papaya exports to US, Canada, and UK



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Export Opportunities: Euromonitor Market Assessment



Global Takeaways

- \$61.2 mn in untapped export potential for focus categories
- Leverage success with traditional food categories to meet demand for mainstream commodities in key export markets
- Invest in infrastructure to grow key agriculture and export sectors
- Build Jamaican brands in export markets using Jamaica's prestige



Top Priority Categories

- Grow Jamaican seafood industry with focus on crustaceans
- Roots and tubers categories are largest growth opportunity to capitalize on, with potential to pivot to sweet potatoes
- Continue to develop coffee sector to meet international demand and expand offerings



Geographic Priorities

- US market is largest and most immediate opportunity for new exports
- Canada represents largest untapped market for existing exports
- UK market faces uncertain future with high risk but high potential

Jamaica's Export Potential



The United States of America (USA) is Jamaica's most important trade partner. It is the leading destination for exported goods and is also Jamaica's major source of imports.

MARKET ACCESS

- Duty-free access for most Jamaican products
- Via the Caribbean Basin Economic Recovery Act of 1983 (CBERA) and the Caribbean Basin Trade Partnership Act of 2000 (CBPTA).

MARKET DEMAND PRODUCTS

- Roots & tubers (Yams & Sweet Potatoes)
- Bread & Pastries
- Crustaceans & Fish Fillet
- Fresh Produce (e.g. to produce fruit juices)

Jamaica's Export Potential

COUNTRY PROFILE



Canada is one of Jamaica's key economic partners; it is Jamaica's second largest trade partner resulting from the level of export to Canada, high remittances from over 200,000 Jamaicans in the diaspora and annual Canadian tourist arrivals to Jamaica.

MARKET ACCESS

- Duty free access to the Canadian market through the Caribbean/Canada Free Trade Agreement (CARIBCAN). All goods, excluding textiles

MARKET DEMAND PRODUCTS

- Preserved fruits
- Melon
- Papayas
- Fruit juices
- Roots & Tubers
- Bread & Pastries
- Sauces & Condiments

Jamaica's Export Potential

COUNTRY PROFILE



The UK is one of Jamaica's top export partners and a leading destination for food and drink products.

MARKET ACCESS

- Goods and services can readily access the UK market through the provisions of the EU-CARIFORUM Economic Partnership Agreement

MARKET DEMAND PRODUCTS

- Sauces & Condiments
- Pepper
- Mangoes
- Guavas
- Avocados

Other Export Products



Aluminum
hydroxide



JACKFRUIT FLOUR

GoJ Export Enabling Initiatives



Key Initiatives:

- ASYCUDA Implemented
- Port Community System Implemented
- Establishment of the Special Economic Zone Authority
- Infrastructure improvement at Port of Kingston

Jamaica's Improved Port Community System



BENEFITS

- Improved and automated processes and reduced paperwork.
- Integration with systems of various stakeholders.
- Increased Information sharing and transparency.
- Increased consistency in operations.



KEY FEATURES

- Paperless Transactions
- Streamlined Procedures
- Interoperability
- Data Security
- Track and Trace of Cargo
- Advanced Reporting



NATIONAL IMPACT

- Will optimize current processes utilized in trade transactions.
- Will bring about positive organizational change in the Port Community.
- Will increase Jamaica's competitiveness in trade and logistics by increasing the functional readiness of the Port Community.



JAMAICA FOR LOGISTICS

IN-PLACE CONNECTIVITY & CAPABILITY

12

major
shipping
lines serving
Jamaica

400

international
flights weekly
from over 40 airlines

100

Weekly port
connections
for Cargo movement

3.2 M

TEU capacity
at Kingston Terminal

14 K

TEUs Ship handling
capability
expanding to handle Post Panamax



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The Wrap-up



With a recovering economy, JAMPRO will remain central to driving investments, expanding exports, creating jobs, ensuring improvements in the business environment and building brand Jamaica successfully!



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Explore
business
opportunities
in Jamaica

Link buyers
and suppliers
in global
markets

Get insight
on Jamaica's
business
climate

Thank You!

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