

WHY BUY JAMAICAN

What does the sector
have to offer other
than coffee and rum?

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Do we manufacture in Jamaica?

- Contributes **8.6% to GDP**
- Employs **82,000** or approximately 6.5% of the total labour force
- Value of goods produced in 2019 was **\$67 billion**, 2% increase above 2018
- **\$1.5 billion** in export for 2019 (including mining)

Yes, We Do

What do we manufacture?

- Increased earnings were realized for both Traditional and Non-Traditional Manufacturing Exports.
- Exports earnings from Traditional Goods totaled **US\$71.2 million** while Non-Traditional Goods earnings reached **US\$586.2 million**.
- These combined to produce a **5.1%** increase to **US\$657.4 million** in Total Export earnings.
- Current hot products other than rum include, sauces, ackee, processing and preservation of fruits and vegetables, juices excluding citrus, bakery products, beverages, dairy, grain milled products, meat and meat preparations.

Evolving from Sample to Real Size

What are our advantages?

- Brand Jamaica
- Logistics dream, especially with the current global logistics disruption
- Special Economic Zones
- Duty free access to CARICOM market of 16 million persons plus visitors
- Consumers moving to healthier/more natural product consumption
- Open to investment; opportunity to integrate backwards
- We just Nice

How are we keeping pace with changing demand?

- Policy alignment at Government level
- Strategic alliances with international and local partners
- Emphasis on Diversification and Value-added processing
- Significant retooling, especially over last 4 years driven by competitive financing
- Companies are scaling up to reduce unit cost
- More competitive energy costing via LNG
- Greater use of E-Commerce platforms
- Socially and environmentally responsible practices

New Products/Industries that are emerging/expanding

- Paper products Industry – toilet paper, hand towel
- Chemicals – hand sanitizers and other cleaning agents
- Canned products
- Natural products –juices and teas
- Vegan products
- Gluten free
- Textile and Apparel Industries – face masks with attitude
- Pharmaceuticals
- Contract manufacturing for USA based companies

Contract Manufacturing Yeah man, we do that too

- Proximity to the world's largest consumer market
- Access to CARICOM and Latin America
- Competitive production cost, although not the cheapest
- Have surplus production capacity at this stage
- Compliant with USA quality standards

Major global players are already tapping into this opportunity

Thank You

