

EXPORT PERFORMANCEJANUARY - JUNE 1979

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Export performance over the first quarter of 1979 has shown a steady improvement over performance in 1978 and 1977.

In analysing trade figures for these periods, the following factors have been taken into consideration:-

1. The latest ~~trade~~ figures available are for CARICOM exports certified by the Jamaica National Export Corporation (JNEC) for the period, January to March 1979. These figures represent approximately 75% to 80% of total CARICOM exports as some exporters do their own certification as permitted under the CARICOM treaty.
2. The latest available figures on total non-traditional exports are for the period, January to November 1978 (see Appendix I).
3. Numerous devaluations of the Jamaican Dollar over the period under study have inflated the Jamaican Dollar value of exports. As a result U.S. Dollars provide more realistic units of measure, and will be used for purposes of this analysis. An effort has been made to arrive at values in constant U.S. Dollars by using the various exchange rates set out in the foot notes.

Analysis of Export Performance

The U.S. Dollar figures for exports to CARICOM for the period January to March 1979 indicate that total exports have increased by 59%, moving from a figure of US\$6.5 million in 1978 to US\$10.3 million in 1979. This performance reflects an increase of 104% in Jamaican Dollar terms and has been done despite problems with the Guyana market (quantitative restrictions) and also in the Trinidad and Tobago market. Problems were also experienced in this period with regard to

the supply of foreign exchange to purchase raw materials and other domestic factors such as strikes and power cuts.

Increases occurred (in US\$ terms) in every sector except furniture. Particularly significant, are increases in the footwear, garments, tobacco products, building products, paper products and food sectors. (See Appendix II for detailed statistics).

Increases in footwear exports were largely the result of increased sales to Trinidad and Tobago, Barbados and Guyana, the latter a result of a recently concluded trade mission to that country and careful follow-up with the Guyanese Licensing Authorities. It is also important to note that up to 87% of total exports by the footwear group was accounted for by exporters recently accorded the Certified Exporter Status.

Garment exports have also been steadily increasing to CARICOM as a result of a concentrated effort on the part of domestic manufacturers to switch to the export market in order to put themselves in a better position to secure supplies of imported raw materials.

Significant increases in the area of tobacco products were largely as a result of the vigorous export drive on the part of the Cigarette Company of Jamaica Limited.

At least 97% of total exports to CARICOM by the building sector group, 69% by the garment group and 74% by the food sector group were accounted for by Certified Exporters. This new status could have, therefore, contributed to the large increases recorded for these sectors.

Increases in the paper products and packaging sector were largely as a result of an increase in the number of local manufacturers moving into production for export.

Negative growth was recorded in the furniture sector, however, this could be as a result of a move away from CARICOM to Third Country

Appendix III gives detailed statistics on exports to CARICOM by Certified Exporters for the period, January to March 1979, for exports certified by the Jamaica National Export Corporation.

Appendix IV gives a comparative analysis of the performance of exporters not accorded the Certified Exporter Status.

Export performance by the Certified Exporter group indicates that earnings (in US\$ terms) were recorded at \$7.9 million in 1979 compared to a figure of \$4.3 million in 1978, a growth rate of 85%. On the other hand, the growth rate of other exporters was recorded at 10% moving from a figure of US\$2.1 million in 1978 to US\$2.3 million in 1979. Certified Exporters contributed 77% of earnings from CARICOM.

Decreases were recorded in the exports of non-certified exporters for the following products: miscellaneous manufacturers, furniture, chemicals and electrical appliances, while all these sectors recorded increases in the Certified Exporter group.

One sector within the Certified Exporter group which showed a decrease in US\$ earnings was the electrical apparatus sector, where the major exporter, British Insulated Callender Limited (B.I.C.C.) recorded a decrease in U.S. Dollar terms.

The paper will now review the following activities of the Jamaica National Export Corporation:-

1. The Certified Exporter Scheme.
2. Promotional programmes already carried out for the year and plans for the remainder of the year.
3. Progress Report on the Computerized Data Bank recently set up by the JNEC.
4. JAMCO's **report for 1978** and first quarter of 1979.
5. JETCO's Progress Report.

6. Trade Commissioner Service.
7. Training.
8. Professional Services Programme.
9. Public Relations.
10. Overseas Technical Assistance.

1. Certified Exporter Scheme

The Certified Exporter Scheme which began operation in January 1979, was introduced by the Government as one of the special measures to stimulate export development. The main objective of the Scheme is to ensure that priority access is afforded to Certified Exporters, particularly in the allocation of scarce foreign exchange reserves.

The first thirty (30) companies were certified by the Trade Administrator's Department in January and the Jamaica National Export Corporation was subsequently given authority to process applications in conjunction with a committee comprising representatives from relevant ministries and agencies and the private sector.

Up to May 9, 1979, eighty-five (85) companies out of one hundred and fifty (150) applicants had been accorded Certified Exporter Status.

Appendix V sets out the sectoral division of companies who have been accorded this status, the majority of which fall into the cosmetics, pharmaceutical and chemical divisions.

Appendix VI sets out the export sales for 1978 and projected sales for 1979 for all exporters certified to date. Total US Dollar earnings for the year for this group is projected at US\$84.2 million.

2. JNEC's Promotional Activities - 1979

The Jamaica National Export Corporation has been involved in the following promotional activities during the period, January to May 1979:

(a) Jamaica Exporters Association (JEA) Mission to Guyana - February 3 - 8, 1979

Companies participating were from the textiles, footwear, packaging, chemicals, plastics and cosmetic sectors.

Because of the constraints in trading with Guyana, orders were held down to J\$12.9 million. Although the Jamaica Exporters Association demonstrated to the Guyanese Government, the need for a time frame of two weeks for confirmation of orders taken during the mission, the first notification of licences granted to importers in Guyana came in the middle of March.

Value of these licences amounted to J\$2.9 million. However, of this total, only J\$581,000 were directly attributable to companies participating in the mission.

A subsequent notification was received for licences amounting to J\$1.6 million for orders taken on the mission. The situation is being closely monitored by the Jamaica National Export Corporation in conjunction with our High Commission's office in Guyana.

(b) Turks & Caicos Selling Mission - March 18-22, 1979

Nine companies participated in this mission which was a direct follow-up to a research mission undertaken by the Jamaica National Export Corporation in late 1978. Total orders, excluding cement and aluminium, amounted to US\$42,880. It is estimated that the potential exists for US\$0.5 million of exports to that market in the first year.

The problem of putting in a regular cargo service from Kingston to Turks is being worked on and is being studied in conjunction with research on the potential for exports from

Jamaica to Bahamas and the linking of shipping services from Kingston to these markets.

(c) Study Tour of Jewellery Fair, Switzerland - April 22-28, 1979

The Jamaica National Export Corporation undertook a study mission to a major European Clock, Watch and Jewellery Fair in Basel, Switzerland.

Mission members included representatives of three (3) major jewellery manufacturers and a jewellery designer from the Jamaica School of Art.

The objectives of the mission were:

- (i) To observe the latest fashion trends, technology and machinery available.
- (ii) To observe methods of displaying jewellery.
- (iii) To establish trade contacts.

As a follow-up to this study tour, a jewellery expert, funded by the Commonwealth Fund for Technical Assistance, will shortly be in place at the Jamaica National Export Corporation to work with Jamaican exporters of jewellery.

(d) Trade links with the Republic of Korea

As a result of visits made by the Executive Director of the Jamaica National Export Corporation to Korea and a return visit by his counterpart in Korea, an Agreement on Trade Cooperation was signed on April 4, between the Korea Trade Promotion Corporation (KOTRA) and the Jamaica National Export Corporation (JNEC).

The Agreement contains provisions for the exchange of trade enquiries from Jamaica and Korea. The Agreement also facilitates exchange visits of businessmen in pursuit of industrial joint ventures.

In May 1979, Mr. Lascelles Chin, representing the private sector of Jamaica and officials from the Jamaica National

Export Corporation headed by the Executive Director along with representatives from the Kingston Freezone and Port Authority, held the first meeting of the Joint Economic Cooperation Committee in Korea. It is hoped that resulting out of these contacts meaningful trade regulations will emerge.

(e) Promotional Activities planned for June - December 1979

- (i) Joint JEA/JNEC Mission to the Eastern Caribbean - June 9-30.
- (ii) Impo Expo Trade Fair in London - July 16 to August 2.
- (iii) Research Mission to Bahamas - August 1979.
- (iv) Anuga Food Fair, West Germany - September 8-13.
- (v) Trade Fair in Iraq - October 1-15.

3. Progress Report on the Computerized Data Bank

A computerized Data Bank, set up along guidelines worked out between the Corporation, exporters and the Bank of Jamaica, is now in operation.

The Data Bank has been established as an integral part of the Trade Information Service of the Jamaica National Export Corporation. A corps of Corporation personnel has undergone special training to run the Bank.

The computer being used is an IBM System/32 mini computer.

A small unit in physical size, it comprises a single fixed disk with a storage capacity of 13.7 megabytes; a diskette drive and a printer capable of printing up to one hundred and fifty-five (155) lines per minute.

The Data Bank is utilized for the processing of CD3 Exchange Control Forms. A CD3 form must be completed for every export from Jamaica (except in the case of Kingston Free Zone) and is,

therefore, the ideal tool for measurement of exports as well as its primary purpose of monitoring foreign exchange receipts. In addition, the information provided permits exporters access to a far wider range of marketing information, critical to their planning.

To date, one month's reports have been produced. i.e. March 1979. This report should be looked upon as a test report as the figures are still being refined. It is expected that April's reports should be produced by May 31, and that the system should be on schedule producing May's reports by June 15.

A wide variety of reports are produced and they are set out in detail in Appendix VII.

4. JAMCO's Activities for 1978 and First Quarter of 1979

During 1978, JAMCO's marketing activity realised £17,757,400 compared with £16,632,000 in 1977, an increase of £1,125,400 or 7%.

Bananas accounted for £17,262,500 or 97% of the total, citrus products accounted for £423,000 or 2% of the total and general produce accounted for £71,900 or 1% of the total.

A very important factor in the improved trading position in 1978 was the extension of JAMCO's marketing activity to citrus and general produce as a result of JETCO's success in organising the export trades and, therefore, in utilising JAMCO's services.

In the first quarter of 1979, sales revenue totalled £3,487,752 compared with £3,308,200 in the first quarter of 1978, an increase of £179,552 or 5%.

Bananas accounted for £3,342,195 or 96% of the total, citrus products accounted for £103,180 or 3% of the total and general produce accounted for £42,377 or 1% of the total.

### Bananas

As agent for the Banana Board, JAMCO sold 73,730 tonnes of bananas in 1978 realising £17,262,500, an increase of £630,500 or 4% over 1977, although tonnage sold fell by 3,270 tonnes. The favourable trend in earnings was due to a record average price of £234 per tonne in 1978.

In the first quarter of 1979, despite very difficult marketing conditions due to industrial action in the United Kingdom and a particularly severe winter, earnings have increased by £101,695 or 3% on similar tonnage. The price per tonne is now £260, an increase of £20 on the price at the same time last year. Final results for the year will depend largely on the export volume and quality.

### Citrus

In 1978, JAMCO began to market citrus products in the United Kingdom on behalf of JETCO. Sales revenue of £350,000 was realised on 66,000 boxes of oranges (average £5.30 per box) and £73,000 on 17,046 boxes of grapefruit (average £4.28 per box).

In the first quarter of 1979, oranges and grapefruit have been marketed in the United Kingdom and on the continent of Europe. Sales revenue amounted to £71,240 on oranges and £31,940 on grapefruit. Plans for marketing grapefruit in 1979 are under discussion between JETCO and JAMCO.

### General Produce

This was a new marketing responsibility for JAMCO provided by JETCO in 1978. During 1978, 307 tonnes of produce were marketed, realising £71,900 and in the first quarter of 1979 earnings have already reached £42,373 on 117 tonnes, despite the same adverse conditions in the market which affected bananas. There is close consultation between JETCO and JAMCO on improving the range and quality of general produce to increase foreign exchange earnings in the United Kingdom and other European markets.

5. THE JAMAICA EXPORT TRADING COMPANY (JETCO)

JETCO, owned jointly by the Bank of Jamaica and the Jamaica National Export Corporation offers one of the most significant aids to exporters. The Trading Company is fully staffed by the Jamaica National Export Corporation with which it shares all services and has access to all facilities locally and overseas.

The Trading Company co-ordinates and executes marketing for government agencies producing products that are exportable. It also offers a marketing service for those companies in the private sector wishing to utilize its services, thus leaving exporters who may not have overseas market contacts or the management required to administer overseas marketing free to concentrate on the vital element of production.

Users of JETCO also benefit from being able to get early payment for their products.

Additional working capital for JETCO has been negotiated from the European Development Fund and it is anticipated that 1 million European Units of Account (Approximately J\$3.m) will become available for this purpose early in 1979.

The foreign exchange earned on behalf of local suppliers is indicated to the Bank of Jamaica and the Trade Administrator by the granting of a certificate. This means that suppliers' applications for import licences and foreign exchange are based on the knowledge of foreign exchange earned. This practice obtains for all local trading companies.

The Trading Company deals in the following products:

Spices

Fruits & ground provision

Minerals

Crafts

Garments and

Processed foods.

In the year ending March 31, 1979, JETCO achieved sales of \$8.9M compared with sales of \$.455M for its start-up year of operation 1978.

While exporting to traditional markets like CARICOM, North America and Europe, JETCO is also actively involved in doing business with centrally planned economies where Government to Government business is transacted.

The Trading Company is an important development and it is the Government's hope that exporters will make even greater use of this facility which provides all the services of an international trading company with overseas links.

#### 6. TRADE COMMISSIONER SERVICE

This service is being increasingly utilized by the exporting sector. Marketing reports on Jamaican export activity in main target markets are prepared, and assistance is given in planning export missions by Jamaican manufacturers.

A Trade Commissioner Conference was held in January of this year at which Trade Commissioners had an opportunity of visiting a wide range of factories and planning market strategies with a number of exporting companies.

There are also plans for the Trade Commissioner service to develop a relationship with the Ministry of Industry and Commerce for the attraction of investment along guidelines to be established by that Ministry.

#### 7. TRAINING

Export training programmes and technical assistance programmes have expanded into export training activities.

Emphasis on the exporting of non-traditional goods, both agricultural and manufactured, has been a relatively recent development in our economy and there is a dearth of trained managers in this field in Jamaica. The shortage, and the consequent need for training continues because of migration and the growth of the export sector.

In 1978, the JNEC ran a number of training courses on such subjects as Basic Concepts of Exporting, Export Practice, Export Management, and Export Marketing. Over 200 company employees were trained in these disciplines. Feedback from these courses and from a series of brain-storm sessions which involved training and export organizations led the JNEC to prepare a detailed training programme for 1979/80.

Through this training programme the JNEC anticipates continued collaboration with exporters in the effort to build a more solid national economic base through production for export.

#### 8. PROFESSIONAL SERVICES PROGRAMME

Working is continuing with members of the professions in creating a structure for the export of their services.

#### 9. PUBLIC RELATIONS

The Public Relations and Promotions programme of the Corporation is creating a greater awareness of the importance of exports of the Jamaica exporting commercial community.

The main activities have been:

- a) Export Motivational Drive amongst factory owners and Government employees.
- b) Promotion of Selling and Economic Trade Missions.
- c) Participation in International Trade Fairs.
- d) Publication of information to the Exporting and Importing Sectors.

There has been considerable response, particularly in the area of export motivation and a keen sense of competition is developing amongst firms, proud to announce their export achievements.

This programme works as an adjunct to the Certified Exporter Scheme.

10. OVERSEAS TECHNICAL ASSISTANCE

The Corporation has forged increasingly strong links with export promotion agencies. Considerable levels of practical financial assistance has been generated to the export sector from these sources.

Principal contributors, of course, have been the European Development Fund and the Commonwealth Fund for Technical Co-operation.

Their funding, together with substantial assistance from the Corporation proper, has enabled the establishment of the Export Incentive Grant Scheme.

This of course, complement a variety of practical services available to exports through the Jamaica National Export Corporation Overseas Services, the Marketing Department and the Jamaican Export Trading Company (JETCO). They are set out at Appendix VIII.

P.J. Patterson  
Deputy Prime Minister and  
Minister of Foreign Affairs

13th June, 1979

\* TOTAL NON-TRADITIONAL EXPORTSJAN.-NOV. 1977, 1978

<u>SECTION</u>	<u>J\$'000 JAN - NOV</u>			<u>** US\$'000 JAN-NOV</u>		
	<u>1977</u>	<u>1978</u>	<u>%</u>	<u>1977</u>	<u>1978</u>	<u>%</u>
Food	27,865	35,738	+28	24,231	26,473	+9
Beverages & Tobacco	23,884	30,802	+28	20,768	22,816	+9
Mineral Fuels	14,692	27,878	+89	12,775	20,650	+61
Animal Veg. Oils & Fats	204	339	+66	177	251	+41
Chemicals	13,626	19,203	+40	11,848	14,224	+20
Manuf. Goods	10,774	16,605	+54	9,368	12,300	+31
Mach. & Transp. Equip.	13,646	17,260	+26	11,866	12,785	+7
Misc. Manufs.	12,481	17,389	+39	10,853	12,880	+18
Misc. Trans- actions	436	259	-40	379	191	-50
<b>TOTAL</b>	<b>117,608</b>	<b>165,473</b>	<b>+41</b>	<b>102,265</b>	<b>122,570</b>	<b>+20</b>

\* All figures are provisional and excludes exports of sugar, banana, bauxite and alumina.

Source: Dept of Statistics

\*\* 1977 US\$1 = J\$1.15

1978 US\$1 = J\$1.35

## REVISED FIGURES

## EXPORTS TO CARICOM AS CERTIFIED BY J.N.E.C.

## SECTOR STUDY

SECTOR	J\$ JAN.-MAR.			US\$ JAN.-MAR.		
	1978	1979	%	*1978	**1979	%
Food	727,609	2,181,447	+ 200	538,970	1,255,968	+ 133
Misc. Manuf.	2,593,831	3,721,198	+ 43	1,921,356	2,146,266	+ 12
Rum & Liqueurs	190,518	349,129	+ 83	141,124	201,997	+ 43
Footwear	51,077	349,488	+ 584	37,835	200,842	+ 431
Furniture	212,805	248,389	+ 17	157,633	143,101	- 9
Garments	12,929	542,569	+ 4097	9,577	311,885	+3157
Cosmetics & Pharm.	1,251,589	2,617,177	+ 109	927,103	1,513,517	+ 63
Chemicals	1,072,621	1,648,678	+ 54	794,534	952,590	+ 20
Tobacco	1,695	235,786	+13811	1,256	137,291	+10831
Electric Appliances	335,678	373,318	+ 58	174,576	214,676	+ 23
Building Products	1,351,345	3,563,183	+ 164	1,000,996	2,061,870	+ 106
Electric Apparatus	545,089	739,206	+ 36	403,770	425,467	+ 5
Paper Prods. & Pack.	474,500	1,200,903	+ 153	351,481	692,115	+ 97
TOTAL	8,721,286	17,770,471	+ 104	6,460,211	10,257,585	+ 59

\* 1978 US\$1 = J\$1.35 (Source: Bank of Jamaica Research Dept.)

\*\* 1979 US\$1 = J\$1.71 (Jan.); J\$1.73 (Feb.); J\$1.75 (Mar.)  
(Source: Bank of Jamaica Research Dept.)

EXPORTS TO CARICOM BY CERTIFIED EXPORTERSJAN - MARCH 1978/79J\$ JAN. - MAR.\* US\$ JAN. - MAR.

<u>SECTOR</u>	<u>1978</u>	<u>1979</u>	<u>1978</u>	<u>1979</u>	<u>%</u>
Processed Foods					
Foods	293,106	1,622,202	217,116	932,300	+ 329
Miscellaneous					
Manf.	1,034,143	2,314,306	766,032	1,330,004	+ 73
Rum &					
Liqueurs	146,586	286,473	108,582	164,640	+ 51
Footwear	32,866	302,862	24,345	174,059	+ 614
Furniture	151,284	242,372	112,062	139,294	+ 24
Garments	5,254	376,448	3,892	216,350	+5458
Cosmetics &					
Pharm.	1,078,072	2,231,492	798,572	1,282,467	+ 60
Chemicals	783,007	1,325,831	580,005	761,972	+ 31
Tobacco	1,695	-	2,256	-	-
Electrical					
Appliances	40,779	192,674	30,207	110,732	+ 266
Building					
Products	1,299,808	3,508,657	962,821	2,016,470	+ 109
Electrical					
Apparatus	534,782	675,836	396,135	388,412	- 2
Paper products					
& packaging	346,440	636,603	256,622	365,864	+ 42
<b>TOTAL</b>	<b>5,747,822</b>	<b>13,715,756</b>	<b>4,257,647</b>	<b>7,882,619</b>	<b>+ 85</b>

\* 1978 US\$1 = J\$1.35

1979 US\$1 = J\$1.74

EXPORTS TO CARICOM BY NON-CERTIFIED EXPORTERSJANUARY-MARCH '78, '79

<u>SECTOR</u>	<u>US\$ JAN.-MAR. '78</u>	<u>US\$ JAN.-MAR. '79</u>	<u>%</u>
Food	321,854	323,688	+ 0.6
Misc. Manuf.	1,155,324	816,262	- 30
Rum Liqueurs	32,542	37,357	+ 14
Footwear	13,490	26,783	+ 98
Furniture	45,571	3,807	- 92
Garments	5,685	95,535	+1580
Cos. & Pharm.	128,531	231,050	+ 79
Chemicals	214,529	190,618	- 12
Tobacco	nil	137,291	+137291
Elec. Appliances	57,895	57,713	- 0.3
Building Products	38,175	45,400	+ 18
Elec. Apparatus	7,653	37,055	+ 385
Paper Prods. & Pack.	94,859	326,251	+ 243
	<u>2,116,090</u>	<u>2,328,790</u>	<u>+ 10</u>

APPENDIX V

<u>SECTOR</u>	<u>NUMBER OF COMPANIES CERTICIED</u>
FOOD	7
RUM & LIQUEURS	3
TOBACCO	4
FOOTWEAR	2
FURNITURE	4
GARMENTS	6
COSMETICS ) PHARMACEUTICALS ) CHEMICALS )	23
ELECTRIC APPARATUS ) AND APPLIANCES )	6
BUILDING PRODUCTS	5
PAPER PRODUCTS & ) PACKAGING )	2
JEWELLERY	2
TRADING COMPANIES	4
MISCELLANEOUS ) MANUFACTURERS )	17
TOTAL	<hr/> 85

APPENDIX VI

<u>SECTOR</u>	<u>1978 EXPORT SALES</u>	<u>1979 PROJECTED</u>
	<u>US \$</u>	<u>US \$</u>
FOOD	7,929,656	9,443,723
RUM & LIQUEURS	10,166,343	9,218,116
TOBACCO	6,562,121	7,728,960
FOOTWEAR	288,735	1,020,000
FURNITURE	1,512,267	3,146,000
GARMENTS	730,400	1,715,920
COSMETICS )		
PHARMACEUTICALS )		
CHEMICALS )	11,310,994	21,529,027
ELECTRIC APPARATUS )		
AND APPLIANCES )	3,177,723	5,138,314
BUILDING PRODUCTS	7,218,657	8,729,840
PAPER PRODUCTS )		
AND PACKAGING )	1,259,086	2,074,156
JEWELLERY	275,011	333,238
TRADING COMPANIES	5,419,523	5,429,141
MISCELLANEOUS )		
MANUFACTURERS )	2,570,201	8,682,289
	<hr/>	<hr/>
TOTAL	58,420,717	84,185,724

DESCRIPTION OF REPORTS

I. CONSIGNEE BY COUNTRY

This report lists all exports (except personal effects) in volume and value in J\$. Exports are grouped by country of destination so that all exports to, say, U.K., are printed together. The name of the exporter and the name and address of the consignee as well as the S.I.T.C. number and description are all given.

II. CERTIFIED COMPANY PROFILES

This report lists all exports (except personal effects) in volume and value in J\$. Exports are grouped by exporter, however, only certified exporters are listed. This report, therefore, lists only those exports exported by certified exporters. The report gives the scheme (if any) under which the export is made (e.g., Lome, GSP, CARICOM), as well as the city and country to which the export shipment is made. The total actual exports, projected exports, and the difference for the month are given.

III. CARRIERS' RECORDS

This report gives the total of each product being shipped on each airline or ship each month and year-to-date; the Jamaican port from which it is shipped; and the country of destination.

IV. TOTAL EXPORTS

This report, intended for use by the Bank of Jamaica, lists under each exporter's name, for each CD3 form, the foreign exchange amount (and currency) expected as payment; the Jamaican dollar equivalent; the amount of payment received (JS); and the balance outstanding (aged).

V. COMPANY PROFILES

This report is identical to the Certified Exporters' report except that all exporters are listed (except personal effects) and no projections are given.

VI. GLOBAL JAMAICAN EXPORTS

This report gives (by SITC classification) the volume and value (J\$) of exports to each city and country of the world for the period covered. All exports are listed, including personal effects.

EXPORT INCENTIVE GRANTS SCHEME

The Jamaica National Export Corporation, assisted by financial and technical assistance from overseas agencies, is now able to provide Jamaican exporters with incentive grants to further the promotion and development of exports.

These grants complement a variety of services being offered to manufacturers by the Corporation at home and through its Trade Commissioner Service abroad. The regulations set out below govern the Corporation's grant schemes. We welcome comments and suggestions from exporters as the regulations may be altered to reflect changing situations. In all instances, members of the Certified Exporter Scheme will receive first priority in the allocation of grants.

THE REGULATIONS

1. Grants are made subject to funds being available.
2. Applications for grants must be received at least three months in advance.
3. Claims for payment must be supported by detailed receipted vouchers and an adequate report on the project which report will be the property of the Corporation.
4. The dates of carrying out any grant aided project must be adhered to. Any changes in this time schedule must be agreed to with the Jamaica National Export Corporation or the grant will lapse.
5. In each case, the amount of the grant is at the discretion of the Jamaica National Export Corporation management up to a maximum rate of 50%. The maximum contribution to any project (with exception of travel grants) will not exceed 50% of eligible costs. The minimum grant payment is J\$200.00, but this may include applications for payment of more than one grant.
6. The onus for claiming grant payments rests with the applicant (individual or company) and unless grants are claimed within the specified period they will be cancelled.
7. Companies whose marketing control is not in Jamaica will not be eligible for grant assistance.

8. Applications with supporting documentation should be made by letter to the Jamaica National Export Corporation.

The following are the types of grants covered by this scheme:

#### ADVERTISING AND PROMOTION

Grants may be made to exporting firms in the context of total export marketing plans towards the cost of new advertising/promotional campaigns in overseas market areas, subject to the following conditions and to the general regulations:

1. The scheme applies to campaigns.
2. The scheme applies to market areas in which the branded products have not been previously advertised and promoted.
3. The scheme covers: public relations campaigns, direct mail campaigns, brochure productions, and brand promotion (including co-operative advertising with retailers).
4. Rough draft of the proposed advertisements must be seen in advance by the Jamaica National Export Corporation.
5. Any changes in the proposed campaign must be discussed with the Jamaica National Export Corporation before implementation.
6. Claims for payment should be supported by the following:
  - (a) Detailed receipted vouchers for all costs
  - (b) Copy of tear sheets or point of sale material.
  - (c) Report of success of campaign to date.
7. The products must be marketed under the firms Jamaican owned brand name and the origin of the products must be clearly featured.
8. The validity of the grant expires if the project has not commenced within six months of approval date.

#### SCOPE

Grants may be made up to a maximum of 50% of the cost of the product campaign.

FAIRS, EXHIBITIONS &  
DEMONSTRATION GRANT

DETAILS

Grants may be made to exporting companies towards the cost of undertaking approved Fair or Exhibition participation, or demonstration, subject to the following conditions and to the general regulations.

1. The activity must be staffed by a representative or agent of the company throughout.
2. All products demonstrated or exhibited must be of Jamaican manufacture and their origin featured.
3. All claims for payment must be supported by receipted vouchers and a detailed report on the project and a photograph of the stand.
4. This grant is valid for a period of three months only from the date of the project.

SCOPE

The maximum grant allowed will be 50% of approved direct costs incurred. Entertainment costs may not be included. The maximum grant is \$500.00 for any one project in the Caribbean and \$1,000.00 elsewhere.

The minimum grant payment is \$250.00 but this may include applications for payment of more than one grant.

The maximum grant for each company will be \$1,500.00 in the Caribbean and \$2,500.00 elsewhere.

PRODUCT DESIGN AND  
CONSULTANCY GRANT

Grants may be made to exporting companies towards the cost of engaging designers to survey design needs and recommend future design policy or to design an individual product or range of products.

Grants will be subject to the following specific conditions and to the general regulations of the grant schemes.

1. A copy of the consultant's report must be supplied on completion of the survey project and a full report from the company on completion of the design or project.
2. The grant will be cancelled unless a claim is made within eighteen (18) months of date of approval, unless an extension has been agreed to by the JNEC.

#### SCOPE

1. Maximum grant payable will be 50% of the designer's consultant's fees and expenses but not exceeding \$500.00.
2. Royalty payments do not qualify for grants.
3. The cost of prototypes or models may not be included.

#### NOTES

Applicants must include:

1. Details of qualifications and experience of the designer or consultant.
2. JNEC may require that the buyers visit other factories also.
3. The grant will be 100% of airfare or 50% of total direct costs (excluding entertainment, whichever is the lesser).
4. In regions where a Jamaican Trade Commissioner is stationed, the Trade Commissioner must satisfy himself as to the buyers bona fides.
5. The maximum number of grants which may be made to a company under this scheme is two (2) for any one market area.

#### MARKET DEVELOPMENT

A package of grants, may be made to exporting companies towards the cost of a major new marketing effort in a priority market, subject to the following conditions and to the general regulations.

1. Payments will be made at agreed intervals and should be supported by receipted vouchers and reports.
2. The written proposal for the market concerned must be presented in the context of the company's total export marketing plan.

SCOPE

1. The scheme applies only to a very major new marketing effort involving a new product or a new market.
2. The package will comprise of a selection of JNEC's individual grant schemes, subject to the conditions and maximum for each scheme, and irrespective of whether the company has received such individual grants previously.

MARKETING RESEARCH &  
CONSULTANCY

In the context of a marketing plan, grants may be made to exporting firms towards the cost of undertaking formalised professional marketing research and consultancy in overseas market areas subject to the following conditions and to the general regulations.

1. The research specifications must be approved by JNEC.
2. Direct cost must not exceed \$1,000.
3. Where market research is done in regions within a Trade Commissioner's responsibility the consultant or firm carrying out the research must keep the Trade Commissioner fully informed.
4. Only first time investigation of markets can qualify for the maximum rate of 50%. The scheme does not apply to continuous marketing audits.

SCOPE

Grants may be for 50% of direct costs subject to a maximum of \$5,000.00.

PAC KAGE & SALES LITERATURE  
TRANSLATION

Grants may be made to exporting firms towards the cost of producing sales literature and packaging in foreign languages subject to the following conditions and to the general regulations.

1. The grant is valid for six (6) months from the date of approval.
2. The minimum grant is \$50.00.
3. Origin of the product must be featured.

#### SCOPE

1. Up to 100% of translation costs and up to 50% of production costs may be allowed.
2. Paper and printing costs are not allowable under this grant (see Advertising and Promotion Grant).

#### TRAVEL INCENTIVES

Grants may be made to exporting companies towards the cost of visits to overseas market areas for marketing research, export and sales promotional purposes, subject to the following conditions and to the general regulations:

1. The visit must be undertaken by a senior executive of the firm.
2. Travel must be made by Air Jamaica on all routes served by them.
3. One month's advance notice must be given to the appropriate Jamaica National Export Corporation Trade Commissioner's office. This should be arranged through the relevant marketing officer at the JNEC.
4. The recipient of the grant must visit the Trade Commissioner's office and report on the progress of their mission.
5. The validity of the grant will be six months from the date of approval.
6. All claims for payment must be supported by cancelled airline ticket and report on the visit with copies of orders received. There must be subsequent monthly reporting of deliveries made and evidence (banker's letter) of foreign exchange earned.

If the above is not closely adhered to, future grants will not be considered.

#### SCOPE

- (a) Up to two visits may be grant-aided to CARICOM countries. There is no limit at present on grant-aided visits to other markets.

- (b) The normal grant will be 50% of the tourist return air fare. In certain cases at the discretion of the JNEC a maximum of 100% may apply.
- (c) A summary of the firms export record and plans must be submitted along with the schedules of appointments and itinerary with explanations.
- (d) The maximum grant for any one trip will be \$1,500.00.