



OPPORTUNITIES IN THE EVENT OF A NO-DEAL BREXIT

In response to growing concerns about possible implications should the UK formally sever its longstanding partnership with the EU, analysts within the Trade Unit at MICAF present strategic opportunities to boost Jamaica's penetration of EU markets, while also reaping millions of dollars untapped in Jamaica's export potential.

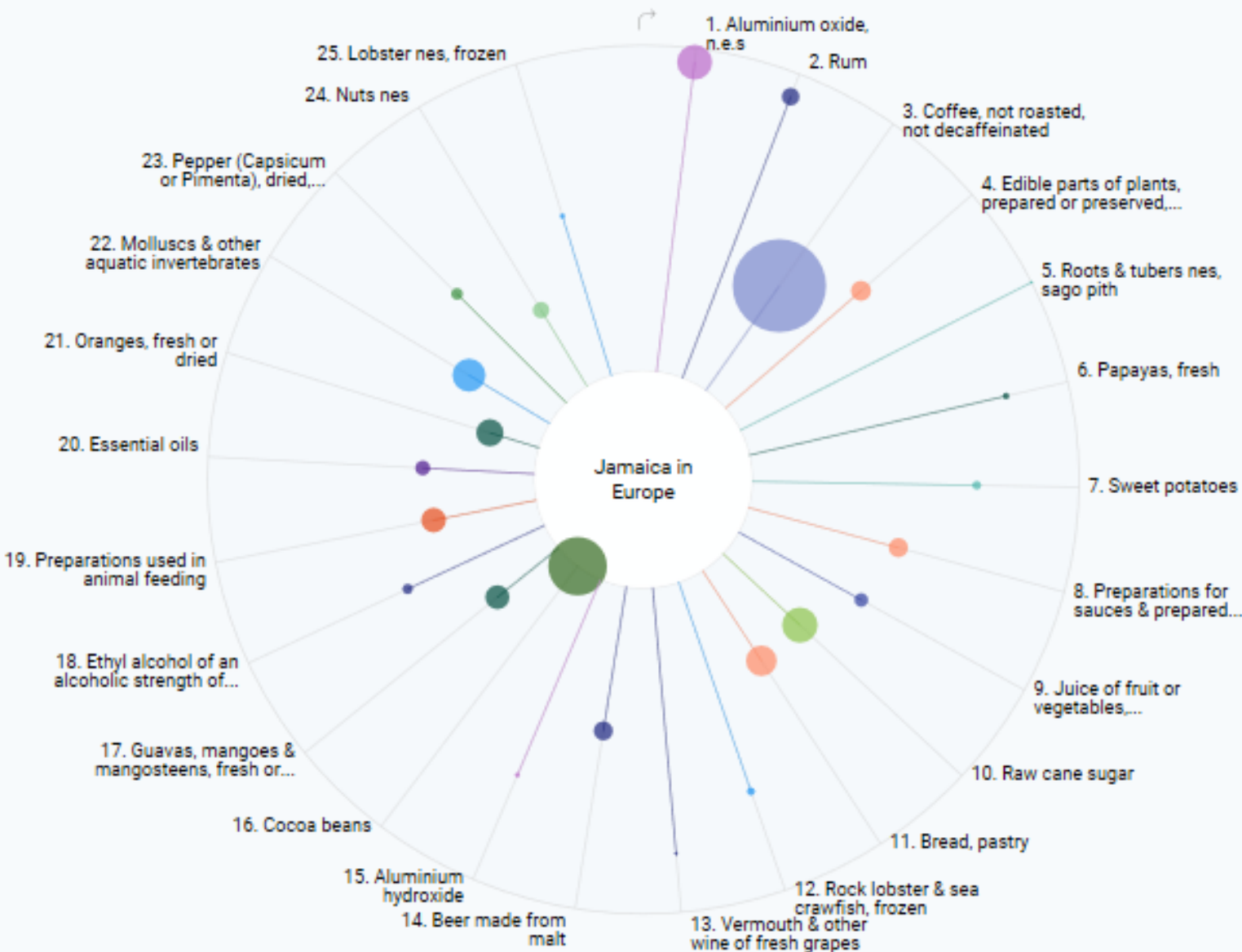


1

EXPORT POTENTIAL

The International Trade Center (ITC) Export Potential Indicator identifies the potential export value for any exporter in a given product and target market based on an economic model that combines the exporter's supply with the target market's demand and market access conditions. For existing export products, supply is measured through historical information on export performance. Potential export values can be compared with actual export values to find exporters, products and markets with room for growth.

JA PRODUCTS WITH EXPORT POTENTIAL TO EUROPE

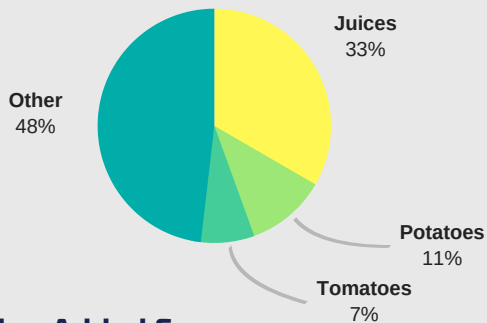


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OPPORTUNITIES FOR VALUE ADDITION

In addition to the aforementioned product lines, we have provided further product lines ripe for value addition.

Vegetables



Value Added Form:
Juiced, preserved in vinegar.

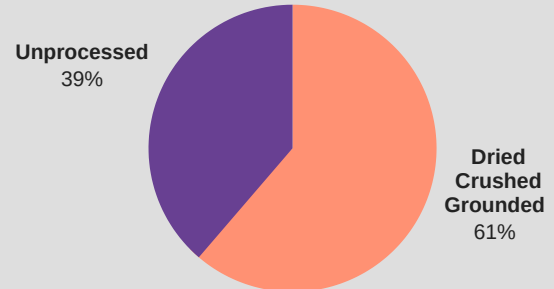
EU Market Value:

US \$29 bn

Export Potential:

US\$ 6.4 Mn

Peppers



Value Added Form:
Dried, Crushed Ground

EU Market Value:

\$ US 900Mn

Export Potential:

US \$1.5 Mn

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NAVIGATING THE EU MARKET

While Jamaica, through the EC - CARIFORUM EPA, has market access to the European market for a relatively large number of goods and services, it should be noted that Jamaican exporters must have a targeted market entry strategy to properly penetrate that market and get the expected returns on their investment.

While the EPA was signed with Europe as a bloc, companies or individuals interested in exporting to the EU must be cognizant that the EU market is a differentiated one with varying requirements particular to the country(ies) for which their goods and /or services are destined. As such, targeted market entry strategies must be pursued. One underpinning strategy that has proven to be successful for EU market penetration is the use of an in-country buyer/distributor.

The in-country buyer would be responsible for buying the product from the Jamaican exporter and marketing that product to local supermarket/ market chains. This is particularly helpful as the in-country buyer will be knowledgeable of the local nuances related to SPS, TBT, labeling and other related standards and regulations that would not be immediately apparent to an 'outsider'.

For more info on EU Market Entry Strategies:

Visit: https://www.ceintelligence.com/content_manager/contentPages/view/eu-market-entry-strategies

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