

Jamaica

Key indicators

Population (millions)	2.8
GDP (\$ billions)	13.8
GDP per capita (\$)	4870.2
Share of world GDP (PPP\$, %)	0.0
Current account surplus/deficit, share of GDP (%)	-3.3
Tariff preference margin (percentage points)	2.9
Imports and exports (goods and services), share of GDP (%)	79.7
Services exports, share of total exports (%)	70.0
Geographic region	Americas
Country group	SIDS
Income group	Upper-middle income

SME Competitiveness Grid Summary

Average scores [0-100]	Compete	Connect	Change
FIRM CAPABILITIES			
Small	54.2	29.1	40.4
Medium	62.4	36.8	64.5
Large	71.4	73.1	75.6
All	57.7	32.0	52.3
BUSINESS ECOSYSTEM	69.1	59.2	39.9
NATIONAL ENVIRONMENT	46.7	47.0	61.0

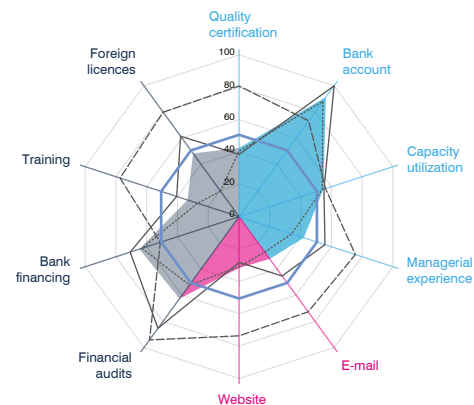
Reference level: 50.6 (a function of GDP per capita)

Weaknesses are scores below: 25.3 | **Strengths are scores above: 75.9**

SME Competitiveness Grid

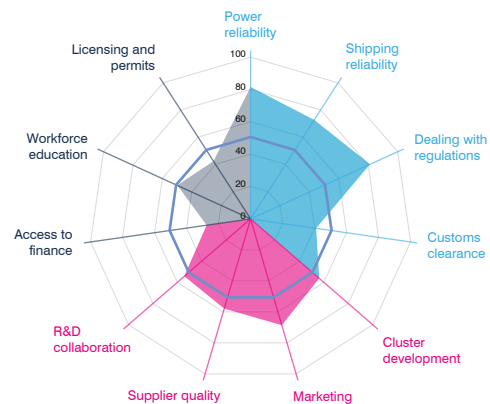
FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	40.5	38.5	80.8	42.5
Bank account	88.1	100.0	73.2	91.3
Capacity utilization	54.0	55.2	56.2	54.8
Managerial experience	34.3	55.8	75.6	42.1
Connect				
E-mail	27.1	45.3	72.7	32.3
Firm website	31.0	28.3	73.6	31.7
Change				
Audited financial statement	52.2	85.3	94.2	62.6
Investment financed by banks	63.1	70.7	51.1	64.7
Formal training programme	26.9	40.5	77.3	33.4
Foreign technology licences	19.4	61.5	79.8	48.3



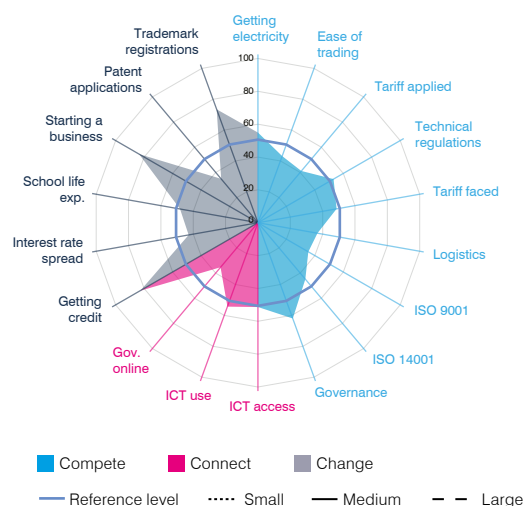
BUSINESS ECOSYSTEM (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	81.5	73.3	100.0	81.5
Domestic shipping reliability	81.9	61.9	66.6	72.8
Dealing with regulations	85.0	74.3	76.4	81.3
Customs clearance efficiency	-	56.8	35.8	41.0
Connect				
State of cluster development				56.2
Extent of marketing				68.6
Local supplier quality				57.9
University-industry collaboration in R&D				54.3
Change				
Access to finance	21.6	39.7	68.2	27.5
Access to educated workforce	49.4	52.3	41.4	49.9
Business licensing and permits	41.5	43.5	48.4	42.4



NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	54.9
Ease of trading across borders	43.2
Applied tariff, trade-weighted average	41.1
Prevalence of technical regulations	53.2
Faced tariff, trade-weighted average	48.6
Logistics performance index	36.8
ISO 9001 quality certificates	35.4
ISO 14001 environmental certificates	44.9
Governance index	62.0
Connect	
ICT access	51.3
ICT use	54.4
Government's online service	35.4
Change	
Ease of getting credit	82.7
Interest rate spread	42.8
School life expectancy	48.2
Ease of starting a business	83.6
Patent applications	34.9
Trademark registrations	73.5



Note: Scores range from 0 to 100, a higher score indicates a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.

Source: World Bank Enterprise Survey (2010) for firm level data; for other sources and methodology see Annex.

SME Export Potential

Jamaica is an upper-middle income country with a population of 2.8 million and GDP of \$13.8 billion. Goods and services account for 30% and 70% of exports, respectively.

The country's unrealized potential to increase existing exports lies mainly within its home region and to Europe (see table below). *Beer* has an unrealized export potential of around \$22 million in the home region, and *rum and other spirits* around \$9 million to Europe.

Regarding new export products, Jamaica has diversification opportunities in medical instruments, wood material, chemicals, as well as ceramic articles with products such as *needles, catheters and cannulae used in medical, surgical and dental sciences*, and *wood in chips/particles*. Other products identified for diversification include *methanol* and *ceramic sinks and washbasins*.

Small firms in Jamaica perform well in having bank accounts and dealing with regulations. They underperform, however, in owning foreign technology licences and accessing finance. The largest performance gap between small and large firms lies in owning foreign technology licences. The country's national environment scores well in getting credit and starting a business easily.

Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports by destination (\$ million)					Development indicators			
			Africa	Americas	Asia	Europe	Oceania	Price stability	SME presence	Women employed	Technology
Beer made from malt	220300	20	0	25	0	0	0	Green	Red	Green	Red
Undenatured ethyl alcohol, of actual alcoholic strength of >= 80%	220710	71	0	25	0	25	0	Red	Red	Green	Red
Rum and other spirits obtained by distilling fermented sugar-cane products	220840	53	0	25	0	25	0	Red	Red	Green	Red
Arrowroot, salep, Jerusalem artichokes and similar roots and tubers with high starch or inulin content,...	0714XX	25	0	25	0	25	0	Red	Red	Red	Red
Coffee (excluding roasted and decaffeinated)	090111	20	0	25	0	25	0	Green	Red	Red	Red
Bread, pastry, cakes, biscuits and other bakers' wares, whether or not containing cocoa;...	190590	10	0	25	0	25	0	Green	Red	Green	Red
Fruit and other edible parts of plants (excluding nuts, groundnuts and other seeds, pineapples,...	2008XX	12	0	25	0	25	0	Red	Red	Green	Red
Preparations of a kind used in animal feeding (excluding dog or cat food put up for retail sale)	230990	10	0	25	0	25	0	Red	Red	Green	Red
Preparations for sauces and prepared sauces; mixed condiments and seasonings (excluding...	210390	14	0	25	0	25	0	Green	Red	Green	Green
Liqueurs and cordials	220870	3	0	25	0	25	0	Green	Red	Green	Red

Notes: Unrealized potential table: Top 10 products in decreasing order of unrealized export potential to the world. **Exports:** Average value over 2011-2015. **Price stability, SME presence, and Women employed:** Green - performance above a country's trade-weighted mean. Red - the opposite. **Technology:** Green - transformed products exported by countries at least matching the country's per capita GDP. Red - the opposite. Blank spaces - data not available.

Source: ITC Export Potential Map, <http://exportpotential.intracen.org>