



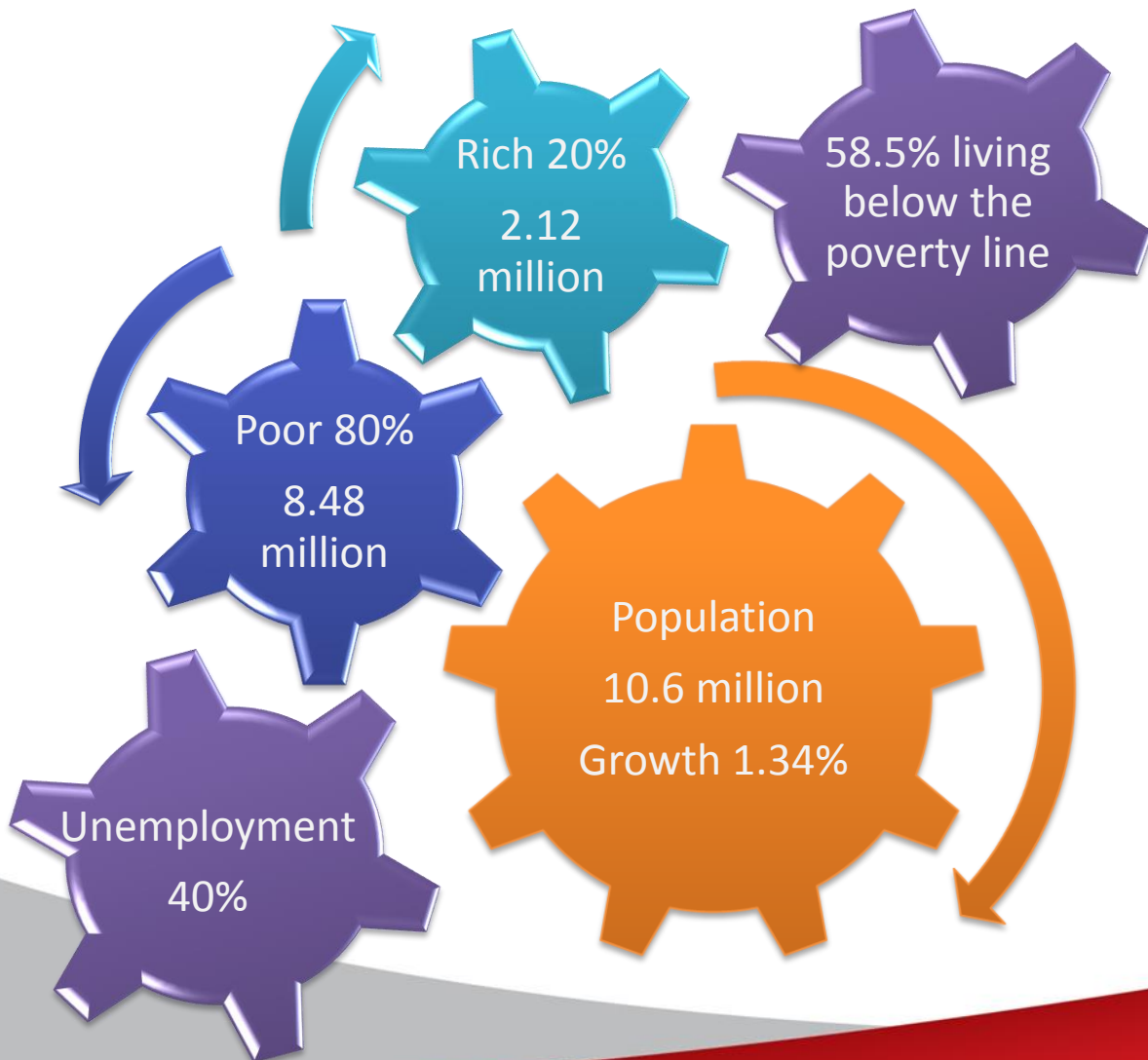
Haiti Market Survey Findings



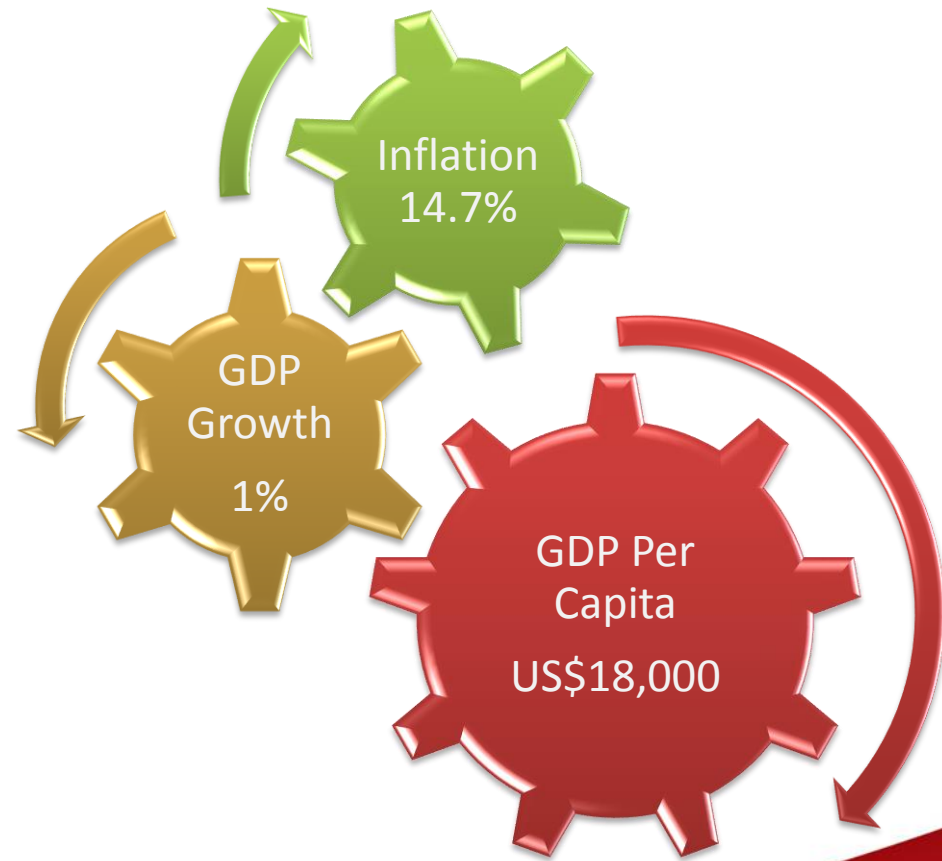
WHY HAITI?



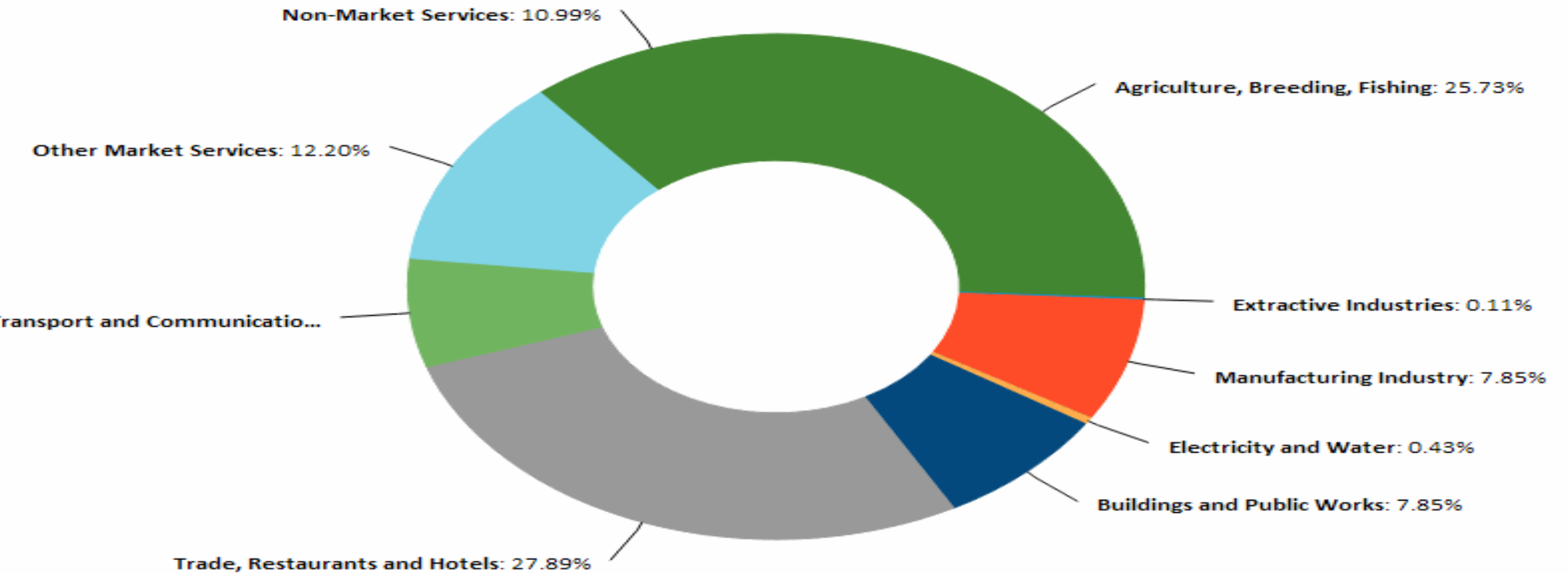
Population



GDP



COMPOSITION OF GDP



2007

2008

2009

2010

2011

2012

2013

2014

2015

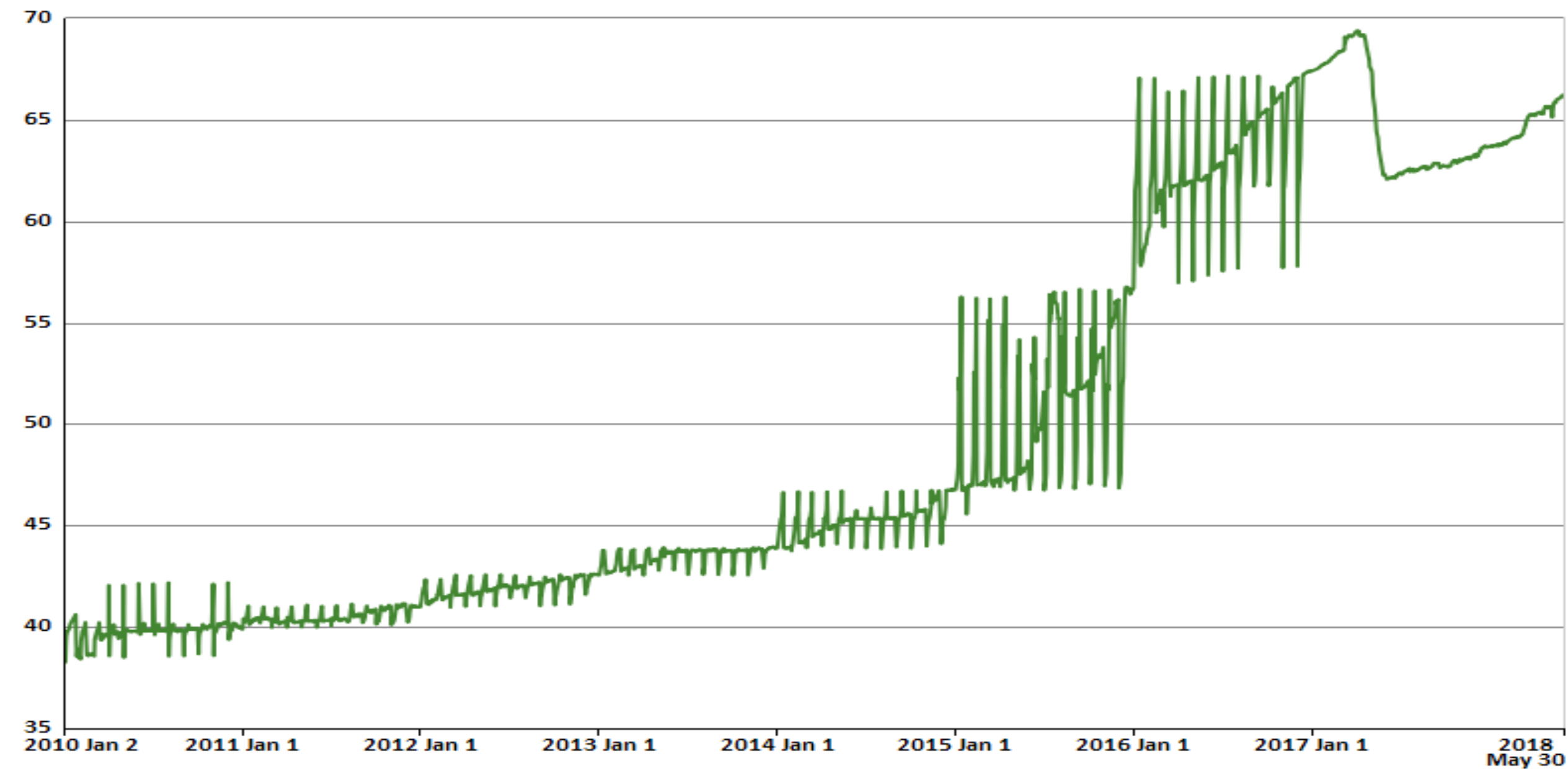
2016

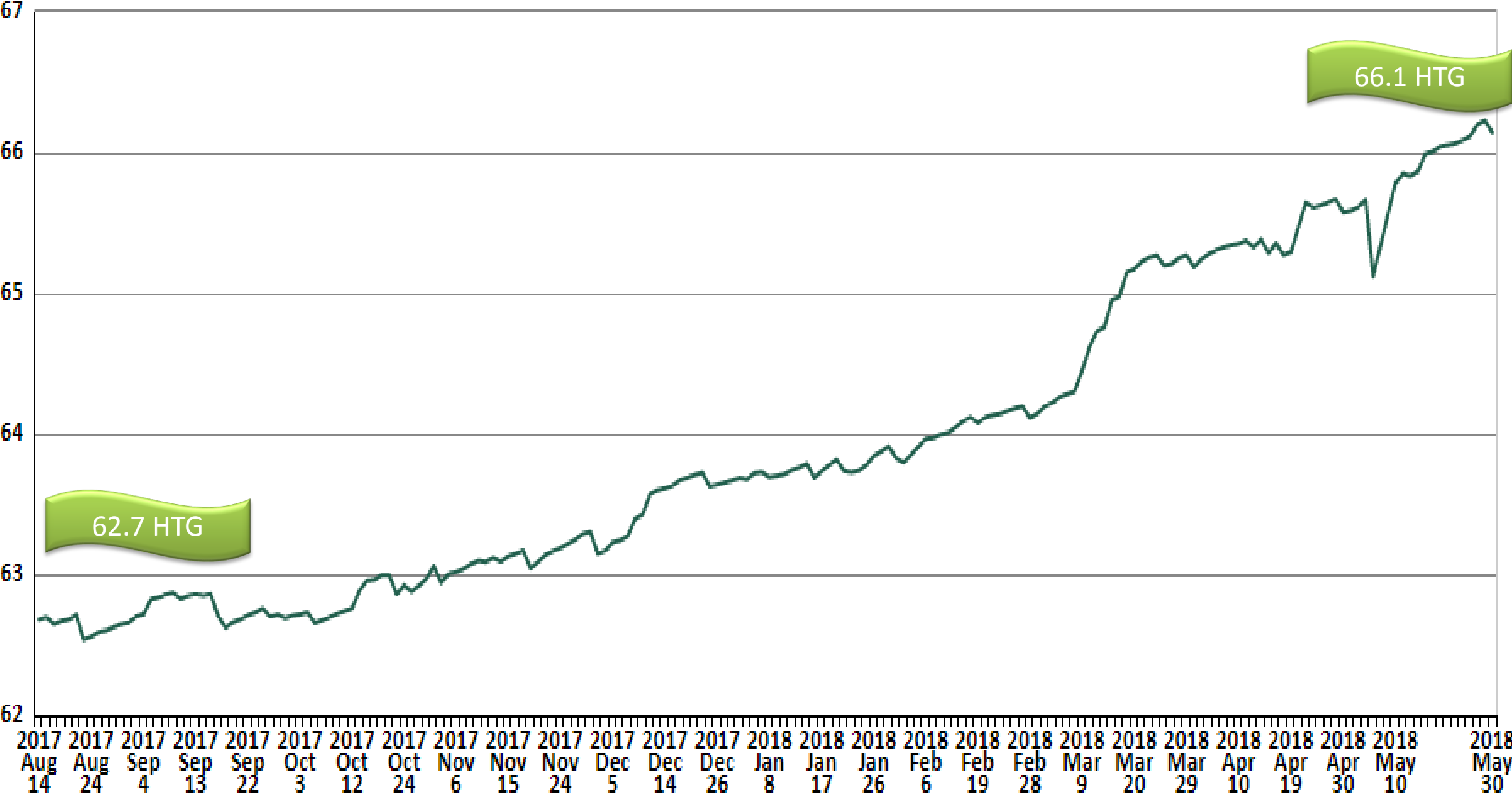
Exchange Rate

- 1US\$ = 67 HTG
- HTG depreciated 70% against the US\$ since 2010, and continues to depreciate.
- Effects of the Exchange Rate Fluctuations
 - Prices are quoted in US\$ in some hardware stores (illegal practice)
 - Some stores do not have any pricing on the shelves
 - Quotations are only valid for a 48 hours

Haitian Gourde - Daily Exchange Rate

(HTG per US dollar)





Daily Minimum Wages for Typical Professions

(HTG)

	2016	2017
Financial institutions (banks, transfer companies, insurance companies)	340	400
Telecommunications	340	400
Import-export trade	340	400
Extractives industries	285	350
Manufacturing industries directed towards the local market	285	350
Hotels and restaurants	260	290
Agriculture, forestry, livestock breeding and fisheries	260	290
Industrial enterprises exclusively focused on re-export, employing mainly temporary workers for specific tasks, as well as other export-oriented manufacturing industries	300	350
Industries processing agricultural products	260	290

HAITI | OPEN DATA

Invest in Haiti

SECTOR SNAPSHOTS

MAP

EXPLORE DATA

ABOUT

Search for data, statistics and visualizations



Examples: GDP Haiti, Cacao Production Haiti, Mango Production Haiti, Textiles, Ports of Haiti, Haiti's Exports

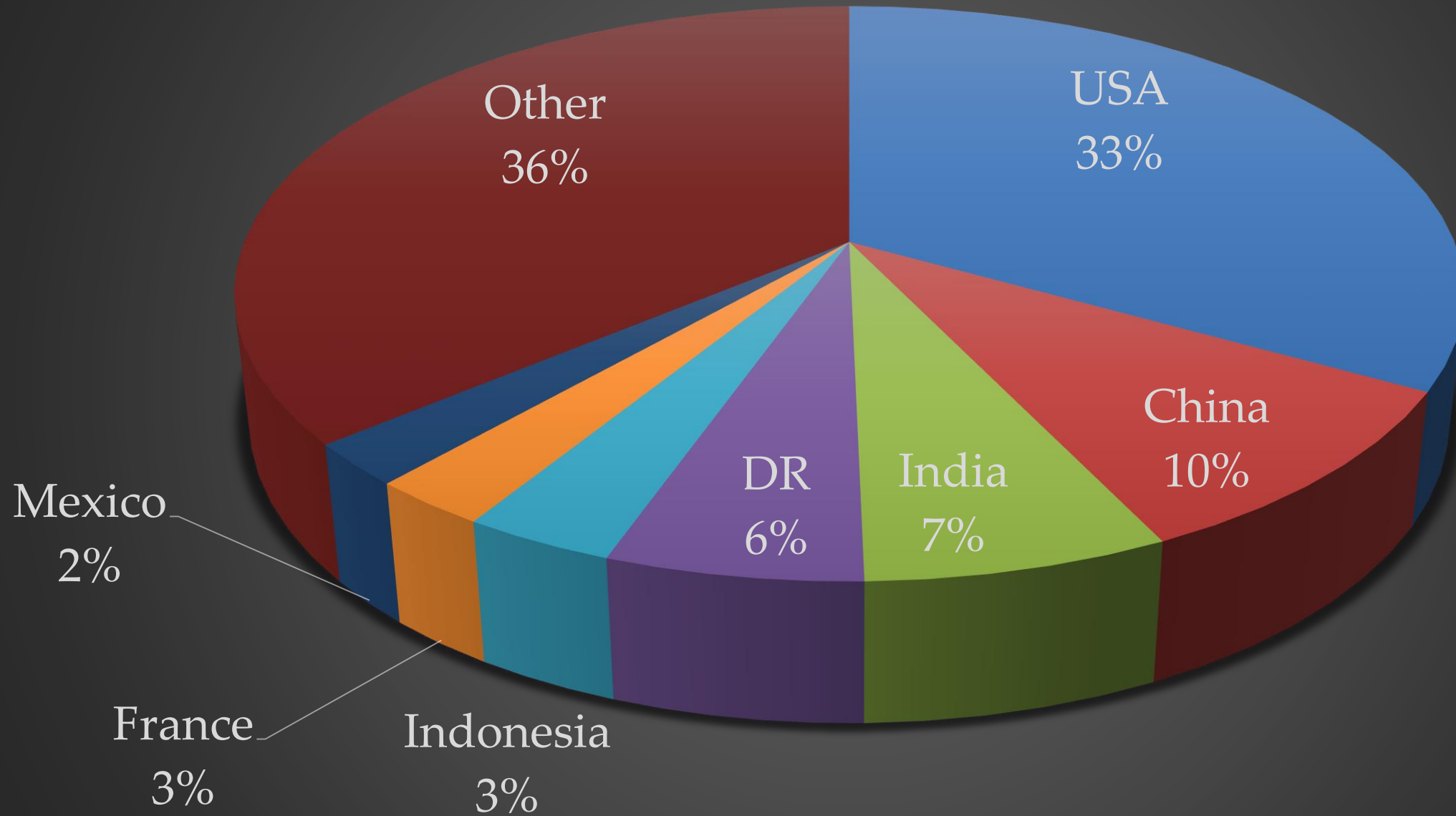


POLITICAL CLIMATE

- 7th February 2017 Haiti welcomed a new president
- Haiti's Prime Minister resigned 7th July, 2018 over gas increases
- New Government Policies
 - Increase in taxes on 22 products (October 1st, 2018)
 - Declaration of imports (HTG \$1000 implemented 29th June, 2018)
 - ****Distributors must sell in HTG to local buyers*
 - Contraband from the Dominican Republic



Haiti's Top Import Countries (2017)



TRADE AGREEMENT

Haiti offers access to key international markets through trade agreements and legislation that allow preferential access to key global markets.

These opportunities are outlined below:

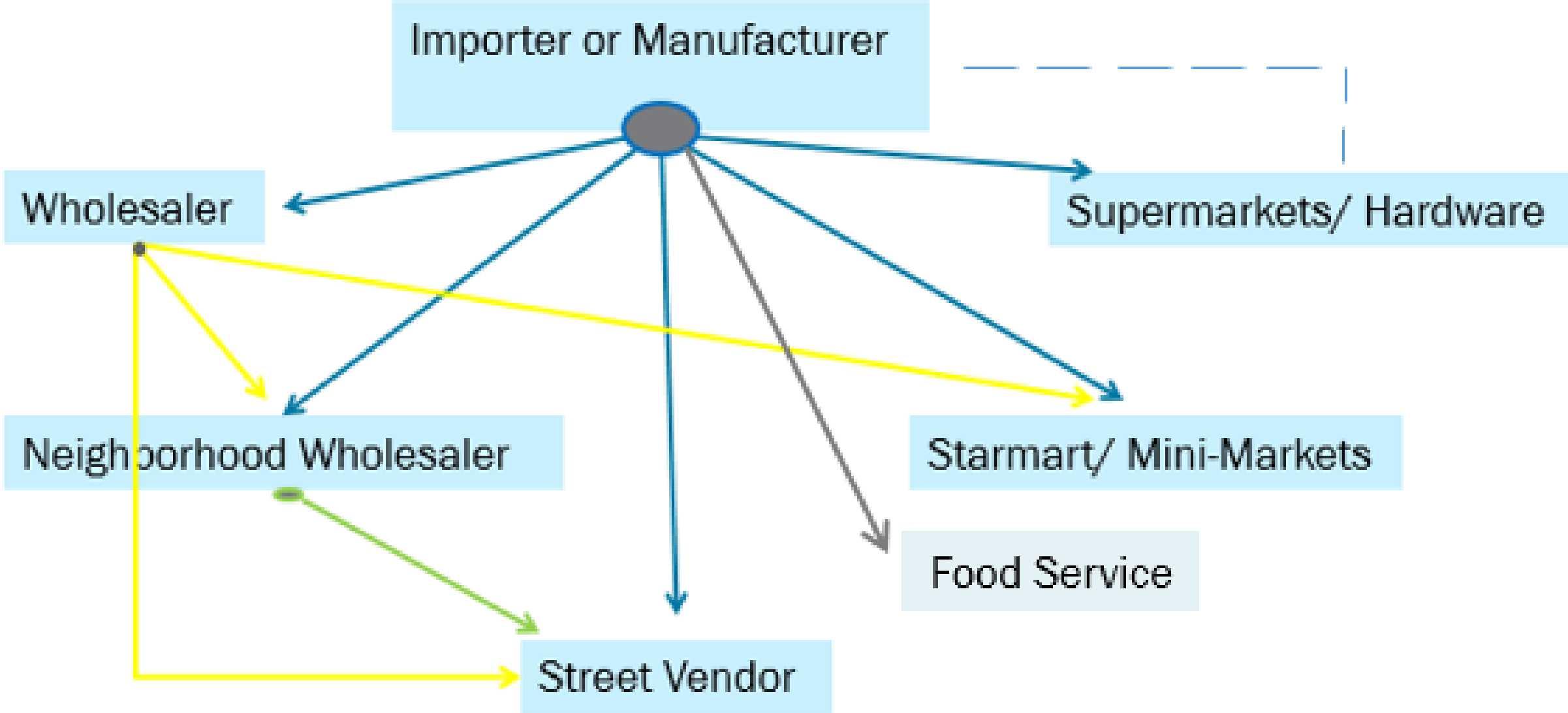


- *Haiti has NO bilateral trade agreements with any country*
- Haiti became a member of CARICOM on July, 2002.
- Haiti is NOT member of the CARICOM Single Market and Economy (CSME)
- No preferential treatment/ duty free access into the Haitian Market

- 1st January, 2018 Haiti's President became the Chairman of CARICOM (Jan-Jun 2018)
- *Haiti has much lower tariffs when compared to CARICOM's Common External Tariffs (CET)*
- February 2017 Haiti submitted their revised bound tariff rates to WTO
- *Interest in Negotiating Agreements with Haiti*
 - USA
 - Canada
 - Japan
 - Brazil
 - Dominican Republic *** (*issues with the bound tariff rates*)



Channels of distribution in Haiti



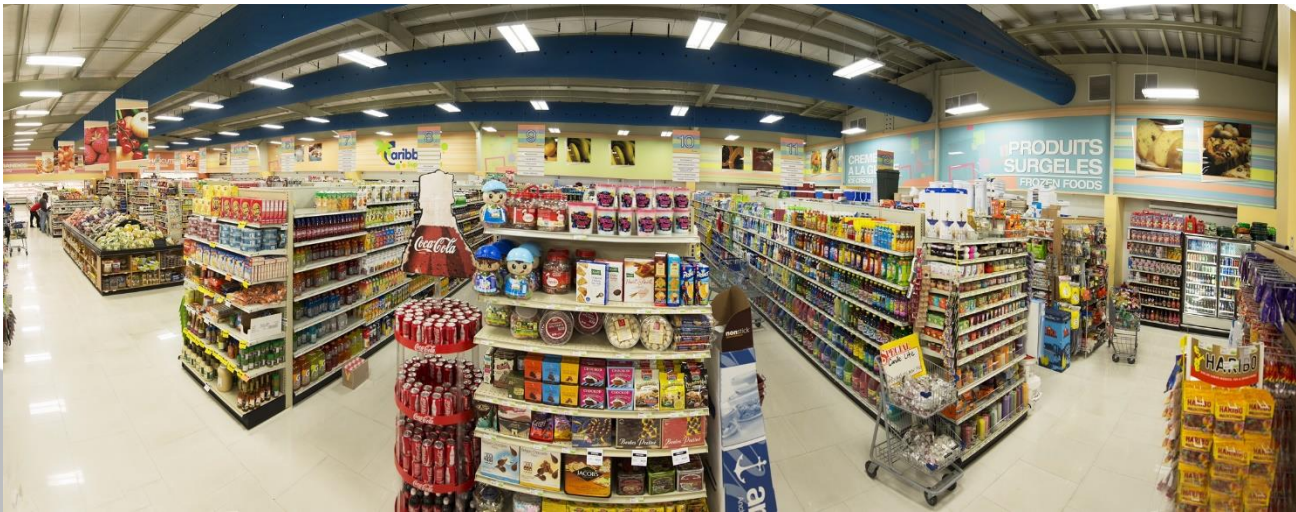
DISTRIBUTORS

- Distributors in Port-au-Prince have nation wide coverage
- Distributors supply the entire distribution channel even street vendors
- Exclusive Distributorship preferred
- Margins
 - 20%-25% Dry Goods
 - 40%-45% Frozen Goods
- Preferred Credit Terms = 45- 60 days (cash until a relationship is developed)

SUPERMARKET RETAILING

- There are no major supermarket chains- Deli-mart (3) & Giant (3)
- High to middle income consumers
- Brand Loyalty
- Cutting cost by consolidating containers in Miami
- NO cost to place products on supermarket shelves
- Private Label not very popular
- Margin = 25%- 30%
- Credit = 60-90 days





HARDWARE STORE RETAILING



- Hardware stores purchase directly from Manufacturers



- Main Suppliers of Construction Materials: USA, China, Brazil and Mexico

- There are no major hardware store chains- Matelec (2), MSC Trading & Plus (2) Plan B (2),

- High to middle income consumers



- Brand Loyalty for certain products {breakers- (GE) and toilets- (Gerber)}



- Margin = 25%- 30%



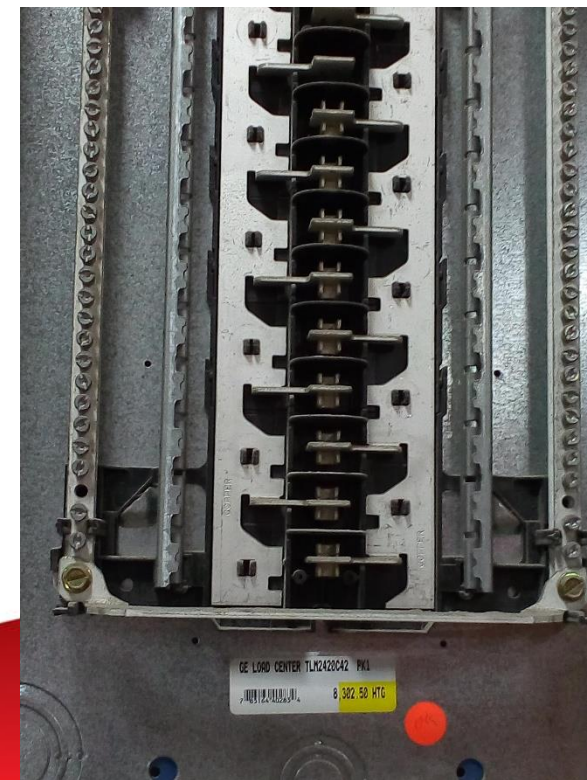
- Credit = Cash



- Consolidation is important for Hardware store interested in purchasing from T&T

- Companies bidding for projects purchase from local suppliers

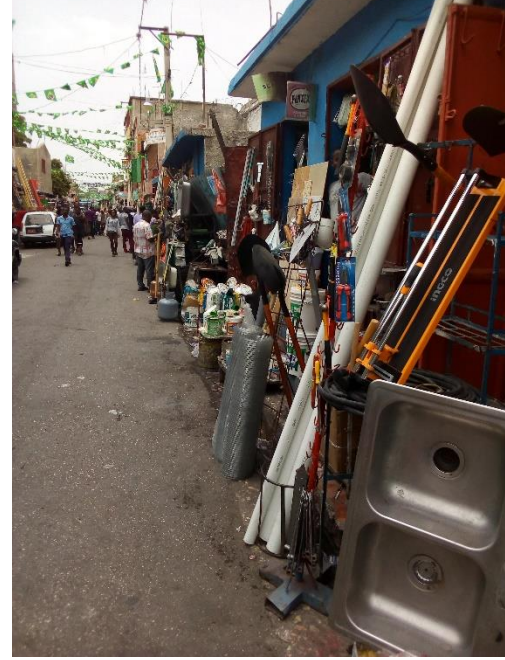




DOWNTRADE

- Accounts for 80%+ of total trade
- Caters to lower income consumers
- Covers all products
- Price sensitive market (prices must be quoted in denominations of 5 gourdes)
- Product Sizing is key for success (small single serve sizing)
- Bottles and Tin are most the popular and effective packaging (reusability)
- Purchasing is done on a daily basis







ADVERTISING AND PROMOTION

- Radio is the most popular form of advertising
- Social Media is becoming more popular given the cost
- Supermarkets- sampling, product giveaways and discounts
- Hardware stores- in-store promotional games and discounts
- **Suppliers are required to assist with the promotion cost**

PACKAGING AND LABELLING

- There are NO packaging and labelling requirements for imported products
- English labels are accepted
- Reusability
- Product Sizes

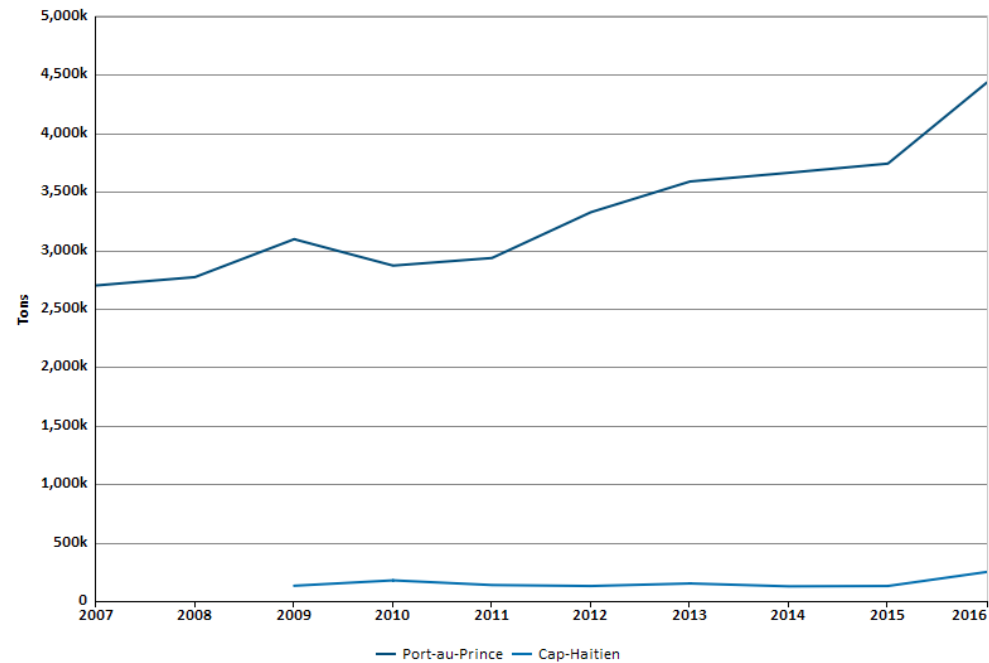


PORTS



Port-au-Prince: 100.00%

Merchandise Traffic - Import



Exported from Invest Haiti | Open Data.

Carriers calling the Port of Port-au-Prince



2007 2008 2009 2010 2011 2012 2013 2014 2015 2016

TAXES AND DUTIES

- Value Added Tax (TCA) – 10%
- Duties
- Verification Fee -5%
- Territorial Collectives (CFGDCT) – 2%
- Other**



HAITI TRADE INFORMATION PORTAL

REPUBLIC OF HAITI

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IMPORT
PROCEDURES

EXPORT
PROCEDURES

TREATIES, CONVENTIONS
AND TRADE AGREEMENTS

FREQUENTLY
ASKED QUESTIONS

CONTACT
US

Product search



Country of Origin ▼ 

Country Exported From ▼ 

Product HS Code or Keyword 

Check Tariffs and Regulations

Select your product



HS Code

22021000

Product Description

Beverages, spirits and vinegar

Waters, including mineral waters and aerated waters, containing added sugar or other sweetening matter or flavoured, and other non-alcoholic beverages, not including fruit or vegetable juices of heading 20.09.

Waters, incl. mineral and aerated, with added sugar, sweetener or flavour, for direct consumption as a beverage

[Check tariffs and regulations](#)

Rates

Process

Documents

Simulation

STEP
3

Rates

ICD	C&E	VF	VAT	RF	TT	EPT	CFG	SD
20 %	5 %	5 %	10 %	0 %	0 %	0 %	2 %	1 %

ICD: Import Customs Duty (various locations)

C&E : Customs & Exercise

VF : Verification Fees

VAT : Value-Added Tax

RF : Registration Fees

SD : Special Duty

EPT : Environmental Protection Tax

TT : Tourist Tax

CFG : Contribution to Local Government Management Fund

SHIPPING DOCUMENTS

- Bill of Lading
- Packing List
- Invoice
- Free Sale Certificate
- Health Certificate
- Haiti SGS Approval
- Certificate of Origin***

SGS (IMPORTER PERSPECTIVE)

- Importers must complete a DPI for shipments over US3000
 - DPI is the first interaction with the importer and SGS
 - DPI must be completed with the Pro-forma Invoice
 - 3 Mandatory documents
 - Final Invoice document
 - Freight Invoice
 - B/L or Airway bill
- { Certain products may require additional }
- SGS has 48 hours to issue the certificate
 - SGS can accept or reject the value of a product declared by an exporter
 - Customs use the SGS certificate to apply taxes

SHIPPING CHARGES

Services	Fees (In USD)
Commercial goods (per MBL)	
Customs clearance	\$ 200.00
Inspection fee-per container	\$ 100.00
SGS Inspection - if applied at destination (per container)	TBD
SGS Inspection request (Flat fee) -(depends on the commercial value)	\$ 200.00
SGS (DPI&AV)	\$ 60.00

- Wharfage charges decrease
- Crowley does not have a DTHC cost
- Agent fees and document Clearance fees are the only fees that are determined by a logistics company.

TERMINAL CHARGES (20') - per container

Administration Générale des Douanes (AGD)	\$	40.00
Wharfage	\$	155.00
Mandatory Terminal Surcharge (MTS)	\$	135.00
Gate Move	\$	70.00
Agency fee	\$	100.00
DTHC (MSC) + Receiver's fee	\$	250.00
DTHC (MSK / ZIM / SEALAND /COSCO/CMA-CGM /HPL)	\$	210.00
DTHC (EVERGREEN)	\$	230.00

TERMINAL CHARGES (40'/ 40'HC) -per container

Administration Générale des Douanes (AGD)	\$	40.00
Wharfage	\$	310.00
Mandatory Terminal Surcharge (MTS)	\$	250.00
Gate Move	\$	70.00
Agency fee	\$	100.00
DTHC (MSC) + Receiver's fee	\$	250.00
DTHC (MSK / ZIM / SEALAND /COSCO/CMA-CGM /HPL)	\$	210.00
DTHC (EVERGREEN)	\$	230.00

ADDITIONAL FEES

- Inland Trucking US\$150 to US\$250
- USD 40\$ Customs Circulation Fee (AGD) per container (Customs Fee payable at PaP)
- USD 30\$ Bill of Lading (if the bill of lading is printed in PaP)
- Broker Fee USD\$150-USD\$200
- *It is mandatory for importers to have a broker*

KEY CONSIDERATIONS

- Exchange Rate Fluctuations
- Protectionism Policies
- Cross Boarder Trade
- Haiti's Readiness to Join CARICOM
- Market Structure (80/20)
- ~~Product Registration Process~~
- ~~Packaging and Labelling~~
- ~~Language Barrier~~

THANK YOU

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