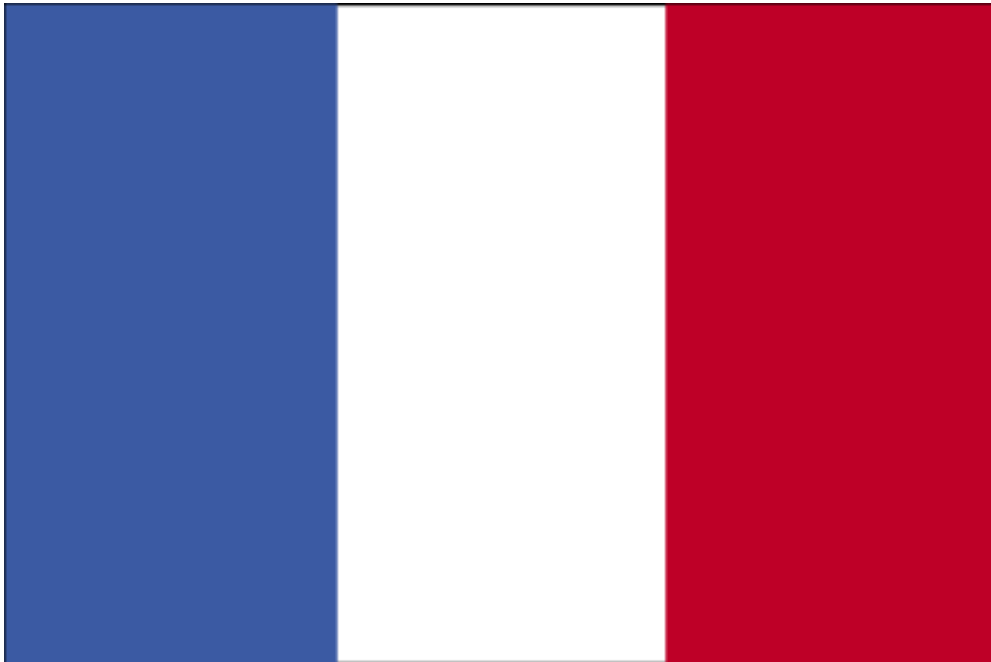




DOING BUSINESS WITH GUADELOUPE



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1. GENERAL INFORMATION

Official name: Departement de la Guadeloupe.

The Department of Guadeloupe is an archipelago of nine inhabited islands. Continental Guadeloupe is made up of two large islands, known as the Butterfly Islands, whose official names are Basse-Terre and Grande-Terre. The islands are separated by a narrow sea channel, la Riviere Salee, but linked by a bridge. There are two smaller islands Marie-Galante to the south-east, and La Desirade to the east. There are also a number of small dependencies: the northern half of St Martin; and Les Saintes, a group of isles and Iles de la petite Terre. St Barthelemy, was once included but it voted by referendum to become a French overseas community in 2003.

Capital: Basse-Terre

Major towns: Basse-Terre, Pointe-a-Pitre.

Official language: French. The indigenous language is Creole Patois

Government: Guadeloupe is a French Overseas Department. France is represented in Guadeloupe by a prefect who is appointed by the French Government on the advice of the French Minister of Interior. Two bodies, the 45-member General Council and the 41-member Regional Council have local power and are elected by universal adult suffrage for six-year periods. After these elections, the members of each council choose its president. Four deputies

represent Guadeloupe in the French National Assembly; it also has two senators in the French Senate and a councilor in the Economic and Social Council. It is also represented at the European Parliament

Head of State: President Nicholas Sarkozy (elected 2007)

Head of State's Representative: Prefect Jean Jacques Brot

Head of Regional Council: President Victorin Lurel (April 2004)

Head of General Council: President Dr. Jacques Gillot (reappointed 2004)

Political Parties: Socialist Party (FGPS), United Guadeloupe, Objectif Guadeloupéen, Communist Party of Guadeloupe (PCG), Progressive Democratic Party (PPDG), Rally for the Republic (RPR), Union for French Democracy (UDF), Left Radical Party, Union for a Popular Movement.

Judicial Branch: The French system is in operation. There is a Court of Appeal or Cour d'Appel at Basse-Terre with jurisdiction over Guadeloupe, French Guiana and Martinique. There are two higher courts and four lower courts while justices of the peace operate in cantons.

Population: 458 000 (INSEE.2006 Est.)

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Age Structure:

0-14 years: 23.6 %
15-64 years: 67.1 %
65 & over: 9.2%

Sex Ratio:

0.14 years: 1.05 males/females
15-64 years: 0.99 males/females
65 and over: 0.71 males/females

Median Age: 31.3 years males

33.2 years female

32.2 years overall

Life Expectancy:

Males 74.9 years

Females 81.37 years

Overall 78.06 years (July 2006
CIA World Fact Book Est.)

Ethnic Composition: Black or
Mulatto: 75%, White: 11; Tamil/East
Indians, 9%; Syrian/ Lebanese, 3%; and
Chinese and others, 2%.

Religion: Roman Catholic 91%,
Protestant sects 5%. Other religions
include Hindu/African, 4% and Jehovah
Witnesses, 2%.

Education: Children up to 16 years
receive free obligatory education.
Guadeloupe has 344 kindergarden and
primary schools and 84 secondary
schools (lycees). There is also a Master
Formation University Institute (IUFM)
for teachers training as well as the
University of Antilles and Guyana which
has a College of Law and Economics, a
College of Physical and Natural
Sciences, and a College of Technology.
Figures published by INSEE France
showed that for the academic year 2000-
2001, 130 600 students were enrolled in
Guadeloupe's educational system. It is
estimated that 11% of those enrolled in

the educational system are tertiary students
(14 200), 87% of these are attending
university and 11%, technical higher
education institutes. Improvements have
been made in the general level of education
but it still lags behind metropolitan France.
In academic year 2000, nearly 74% of the
students who took the Baccalaureate (upper
secondary education exams) in Guadeloupe
passed; this is some six points below the
metropolitan France average.

Adult Literacy: Overall 90%;
Male: 90%; Female: 90%

Health: In 2001, the number of
hospital beds was 6.6 beds per 1 000
inhabitants and in 2000, Guadeloupe had 1.8
physicians per 1 000 people. There are five
modern hospitals and 23 clinics as well as a
24-hour emergency room at Le Centre
Hopitalier Universitaire de Pointe-a-Pitre.

Living Standards

Based on the 2000 Human Development
Index, Guadeloupe enjoys a reasonable
standard of living, ranking 33rd out of 176
countries which is considered to be a high
by international standards.

According to the World Health Organization
in 2000, 79% of families lived in a single-
family home; about 3.8% of dwellings had
no running water or electricity and 20% of
the population lived in precarious or
unsanitary conditions. Guadeloupe was
listed in the Human Development Report as
one of those countries which provides safe
sanitation for less than 70 per cent of its
population.

As a French overseas department,
Guadeloupians are French citizens and are
therefore entitled to all the rights of their

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counterparts living in France, including full social security benefits.

Land area: 1,780 sq. km.

Land Use: Arable land- 11.70%, permanent crops 2.92%, other 85.38 %; (CIA World Fact Book 2007)

Climate: Guadeloupe has a tropical climate, moderated by trade winds and maritime influences, relatively high humidity, rainy season (June-October). Temperature averages 27° C (87° F) at the lower altitudes and 23° C (73° F) at higher levels. Guadeloupe has been affected by earthquakes, hurricanes and the eruption of its active volcano Mount Soufriere.

Geography and

Topography: Located in the time zone GMT -4, Guadeloupe has boundaries of 10.2 - Netherlands Antilles (Saint Maarten) 10.2 (km), and a coastline of 306 (km).

Basse-Terre is of volcanic origin and has the highest peak in the Lesser Antilles, Mt Grande Soufriere 1,467 m. (4,753 ft.). Grande-Terre is a limestone island with a maximum elevation of 145m. (447 ft.). The smaller dependencies are limestone, except Les Saintes and St Barthelemy, which are of volcanic origin.

Telecommunications: The country boasts an ISDN network with international dialing, local access to Internet with high speed connection through ADSL and SL as well as a cellular phone network which provides 99% of population with mobile signal. Some important statistics are:

Fixed line phones per 100 people - 48.73 (2001)

Mobile cell phone per 100 people - 71.04 (2004)

Computers per 100 people - 20.32 (2004)

Internet users per 100 people 18.97 (2005)

Source: International Telecommunication Union

Weights and Measures: Guadeloupe uses the Metric system.

Electricity: 220 volts AC, 50Hz.

Time Zone: GMT -4

Internet code : .gp

PUBLIC HOLIDAYS

New Year's Day	January 1
Good Friday	April 6
Easter Monday	April 9
Labour Day	May 1
1945 Victory Day	May 8
Abolition of Slavery	May 22
Whit Monday	May 28
National Day	July 14
Assumption Day	August 15
All Saints' Day	November 1
All Souls' Day	November 2
Armistice Day	November 11
Christmas Day	December 25

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2. THE ECONOMY

2.1 Basic Economic Indicators

Balance of Payments: Exports:
US\$147.8 million (f.o.b. 2002 Est.);
Imports: US\$1.766 billion (c.i.f. 2002 Est.)

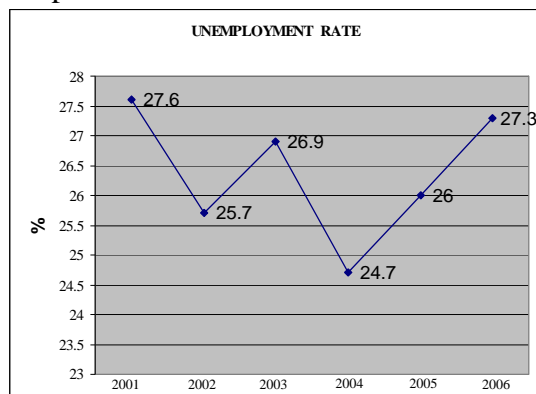
Gross Domestic Product: US\$4.16 billion (2005 Est.).

GDP per Capita: US\$7,900 (2003 Est.).

Inflation Rate: 3.2% (2005 Est.).

Unemployment rate: 27.3% (June 2006, INSEE). See graph I below

Graph I



2.2 Prices and Income

The average net wage paid in private and semi-public sector in 1999 was €16 695 Euro per year or 7% lower than the national average, but roughly 100 Euro more than the average for the provinces of metropolitan France. In addition, the

average household's gross disposable income was 37% lower than the national average in 1997. One out of every 15 people was receiving the minimum social revenue' (Revenu minimum d'insertion, RMI) from the state.

The statistics for 2000 showed the pay gap between men and women was high among artisans, business people and heads of enterprises (41.6 per cent) as well as managerial staff (20.2 per cent). Government-supplied information also indicated that in 2004, the wage gap between men and women was most pronounced among the lowest-earning, 10 per cent of the workforce (full-time and part-time workers combined) with men earning on average €860 monthly while women earned €500 monthly.

In 2006, a network for equal opportunity between men and women in employment and professional training (FEMINHOM) was set up. During March, 2006, France adopted an Act which speaks to equal remuneration between men and women, which also applies to Guadeloupe. It sets a five-year target (to 31 December 2010) for eliminating the remuneration gap and reinforces the employers' obligation to conduct negotiations on equality, including equal remuneration between men and women.

Prices in Guadeloupe registered a big rise during 2005 as a consequence of the volatility of petroleum prices. However, retail prices move on the long term at virtually the same rate as those in metropolitan France. Between January 1990 and December 2005 the cumulative increase was 34 per cent or an average annual increase of 2.3 per cent

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2.3 Industrial Climate

Guadeloupe recorded many industrial disputes during the late 2002 and early 2003, eventually the General Federation of Guadeloupe Workers (Union Générale des Travailleurs de Guadeloupe, UGTG), which is closely allied to pro-independence political organisations emerged as the most militant trade union and registered an increase in support. 2006 has also been marked with strike action, this time among teacher and research assistants.

Table I. Industrial disputes in Guadeloupe 2000-2001

City or Town	2000	2001	% Increase
Number of Industrial Disputes	148	217	46.6
Number of Working Days Lost	119	964	75.5

The hotel sector seemed to be negatively affected by the industrial climate as evident by the reasons linked to the Accor group plans to gradually withdrawal from the island. Staff attitudes to customers - which were described as aggressive - poor productivity, the general industrial relations climate and the difficulties in obtaining an encouraging return on their investment were cited among the reasons for its withdrawal.

2.5 Structure of the Economy

Compared with most of its Caribbean neighbours, Guadeloupe is considered as providing a good standard of living for

its inhabitants based on its GDP per capita of US\$7,900 (2003 Est.). The country is however, heavily dependent on France as a market for its imports and export as well as for the provision of subsidies and other aids, to keep the country afloat. An average of 75 per cent of Guadeloupe's gross national product comes from France.

As an overseas department of France, Guadeloupe is essentially part of the European Union and given its underdeveloped nature compared with this rest of Europe it benefits from aid programmes which are aimed at helping lagging regions of the European Union. These complement efforts made by Metropolitan France, Guadeloupe's Regional Council and General Council which help to promote investment in small industries, as well as small and medium sized enterprises in priority areas. These areas include tourism, local and regional development, health and emerging growth industries such as information technology and agri-business.

The economy can be described as a service economy with tourism considered the mainstay of the economy. Agriculture is another important industry. The archipelago imports the bulk of its consumer goods and foodstuffs (See Table 2). About 42 000 mainly small and medium size companies operate in Guadeloupe. Most have less than 10 employees but 1 500 have between 10 and 50 workers. These companies are mainly in the service sector. Figures show that 45 % are in services and 30% in trades. A total of 4 659 companies were created in 2006, which is a 4.9 % improvement on the 2005 figures.

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Table 2 Gross Domestic Product by Sector, 2003

	Point A
Agriculture	15 %
Industry	17 %
Services	68 %

(Source: CIA World Fact Book)

2.5.1 Tourism

Like most countries in the Caribbean, tourism is of growing importance to Guadeloupe but so far the 2000s has been one of mixed performance. After a good 2000 when arrivals stood at 807,000 in 2000, declines were registered between 2001 and 2003 amid concerns about decreasing productivity, poor service quality, high costs, poor management, aging hotel structures, insufficient promotional activity and increased insecurity due to social conflict. Arrivals, however, recovered in 2004 reaching 863,300. The downward slide was also attributed to the failure of French Caribbean islands to attract a more international clientele.

France is the leading market for tourist followed by the United States, as is evident from the 2004 performance which showed that 690,658 of the 863,300 tourist arrivals came from France and 126,700 from the United States. In 2004 tourist spending increased by 12% and in 2005 by a further 7%. Cruise tourism is also an important segment in the tourism sector with cruise ship passenger totaling 361,700 in 2001.

The local authorities have embarked an aggressive marketing campaign with the archipelago promoting its culinary, surf and sand and eco-tourism. The future seems promising with the World Travel & Tourism Council predicting that between 2008 and 2017 total demand in the industry will grow by 4.1 % in real terms, annually.

Table 3: Tourist arrivals by market

Markets	2000	2001	2002	2003	2004	%Change 04/03
USA	92.5	88.7	113.6	118.6	126.7	6.8
Canada	10.4	10.0	12.8	13.4	18.8	40.3
Europe	704.5	675.2	668.5	697.5	753.7	8.0
France	645	618	612	639	690	8.0
	632	720	588	298	658	
Total	807.0	773.4	765.7	799.4	863.3	8.0

N.B. Figures for France are quoted in absolute numbers, while the others are quoted in thousands.

2.5.2 Agriculture

Much of Guadeloupe agriculture focused on the export of sugar cane (sugar, rum and molasses) and bananas, melons, coffee, cocoa and vanilla, as export crops. Sugar and bananas are under pressure from cheaper producers and the phasing out of preferential European quotas consequently the sector has registered a decline. The number of farms fell by 27 % from 16,530 in 1989 and, to 12,099 in 2000. Diversification efforts have been taking place with the result that non- sugar and non-bananas account for about 40 % of agriculture production. Cut flowers have been listed among the new products and research is being carried out into aromatic, curative and invigorating plants.

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In 2005, the volume of agriculture production fell by 11 %. Banana production fell by 7.3% due to bad weather and industrial conflict. As a result the country was only able to fulfill a third of allocated quota to Europe.

2.5.3 Manufacturing

Traditionally, Guadeloupe's industries focused on producing by-products for sugar cane that is rum and sugar, but food processing, cement, building materials, boxes, and plastics, as well as ship repair, renewable energies and new technology are among the recent industries.

In 2005, the food and beverage sector saw an improvement due to a 6% increase in rum production. Exports of rum rose as the country regain some lost contracts.

2.5.4 Employment

Unemployment continues to be a problem in Guadeloupe with the average rate at 27.3 per cent at June 2006, an increase from the June 2005 rate of 26 %. An estimated 53 % of the estimated 46 160 unemployed people were looking for jobs for three years. Among the highest groups affected were young with figures showing that an estimated 48 per cent of the unemployed were under 30. Young people are now tending to delay their entry into the job market by furthering their education or by migrating. An estimated 60 per cent of the young people who did not have diplomas were unemployed in June 2006 compared with 21% among the other youths. This suggest that an improvement in education was positive

correlated to the ability to gain a job. In 2002, most of the people employed were in the service sector, 65 %, followed by industry, 20%, and agriculture, 15 %. About 112 000 are salaried workers. Below is the unemployment rate between 2001 and 2006.

Table 4: Unemployment Rates

YEAR	RATE %
2001	27.6
2002	25.7
2003	26.9
2004	24.7
2005	26.0
2006	27.3

2.6 Overview of Trade

Guadeloupe imported €2,274 million worth of goods and service during 2005. The majority of this import expenditure went on manufactured goods including pharmaceuticals and clothes; energy generating fuels, food, office equipment, construction materials, telecommunication and computer equipment. Oil imports grew by 17% in value even though volumes fell by 14%, a reflection of the effect of rising oil prices on the import bill.

Major sources of imports:

- Mainland France: 61%
- Germany:4%
- Martinique and French Guyana: 6%
- United States: 3%
- Japan: 2.3%

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Exports

In 2005, Guadeloupe exported €62.5 million worth of goods and services, an increase of 4.7% on the previous year's total. The majority of this was agriculture products (61%) and industrial products. Banana receipts fell by 13% confirming a downward trend that was evident since 2002; processed food and rum showed improvements.

Major export markets:

- Mainland France:60%
- Martinique: 18%
- Other European Union: 4.4%
- United States: 2%

3. GENERAL MARKETING FACTORS

3.1 Distribution and Sales Channels

Guadeloupe has a good distribution and retail system. The retail sector includes the traditional small and medium sized family-owned businesses which are facing significant competition from the more recent hypermarket and other large businesses. These businesses carry a wider variety and import significantly larger volumes, allowing them to offer customers lower prices relative to those offered by small and medium sized business.

Wholesalers

About 16 companies import food into Guadeloupe and these fit into two groups; the independents and the wholesalers who are affiliated to retailers or groups of retailers. The independents do not control or operate retail stores. They usually represent manufacturers and generally specialize in a product lines. Most importers heavily invest in equipment and facilities for storing, handling and distributing their products. Many have warehouses near an important port and operate a fleet of regular and temperature-control trucks. Goods are usually ferried from the bigger to the smaller island.

Retailers

Guadeloupe has a well developed, complex and modern supermarket retail sector. There are six principal categories of retail food outlets. More than half of them are hard-discount, hypermarkets,

supermarkets, city-centre stores or department stores. In addition, they are traditional outlets, including open air markets, neighbourhood stores and specialised food stores.

The primary retail channels are hypermarkets (hypermarche), supermarkets (supermarches), convenience stores (magasins populaires), large specialized stores (grandes surfaces specialisees) and central buying office (centrales d'achat).

Hypermarkets are self-service retail stores offering 20,000 to 35,000 food articles and 3,000 to 5,000 non-food articles at competitive price mainly from Europe (90%). Their floor space is generally about 50 million sq. ft. or an average of 45,000 sq. ft and they are generally located in suburbs. In 2000, they were four hypermarkets.

Supermarkets are smaller than hypermarkets. They stock between 3,500 and 4,500 food articles and between 500 to 1,000 non-food articles, using about 3,600-22,500 sq. ft. The number of supermarkets moved from 44 in 1999 to 46 in 2001.

Convenience stores are generally self-service and carry an assortment (7,000-10,000) of food and non-food articles.

Large specialized stores carry a wide selection of products. There are also furniture stores and do-it-yourself equipment shops.

3.2 Agents and Distributors

Considering the distribution options available, it is important that prospective exporters select the method best suited to his product. Local buyers generally prefer to purchase through an intermediary, making

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sales directly to the end-user. French rules allow for three primary forms of intermediaries; distributors, agent and salaried representatives.

Distributor: (Concessionaire) buys goods for resale directly from a producer. This individual or legal entity operates independently according to the written provisions of a distribution agreement. At the end of the contract period, either party may end the distribution agreement, without notice or indemnification. If the termination occurs before the contract period ends, the terminating party may be sued for breach of contract. After a fair period of notice, usually six months, either party may terminate a distribution agreement without indemnification. If the producer terminates the contract without fair notice, the distributor may have grounds for damage claims.

Agent: Commercial agents and persons acting though not fulfilling the requisites for commercial agent status can be considered agents. They match buyers and sellers for a commission. Agents are independent operators and their principals do not pay payroll taxes on their behalf. In fact agents pay their own business licence tax and VAT and take care of their own health insurance, social security and retirement/pension benefits.

Salaried Representative: These operate on employment contracts and their employers pay payroll taxes as well as contribute to social security, unemployment compensation and retirement/pension plans on their behalf.

Statutory Representative: They benefit from labour law protection and have

special rights to indemnification if they are unfairly dismissed from employment. This indemnity depends on the size and importance of the clientele created by the statutory representative. These are sustained independent profession who:

- Act as a sales representative for one or more employers;
- Do not conduct commercial operations on their own behalf;
- Institute mutual commitments with employers with respect to the nature of the goods or services offered for sale, location of activity or the category of clients, and the rate of compensation.

Non-Statutory Salaried Representative: These do not fulfill the conditions to be statutory representative status and are considered regular employees.

3.3 Sales service/Customer Support

Local businesses provide all kinds of services such as after sales service, home delivery and maintenance contacts, warehousing facilities, hot line or toll free numbers for technical assistance.

As a French Overseas Territory, the European Commission directives are followed with regards to consumer protection. There are safety requirements for consumer products such as sports and playground equipment, childcare articles, lighters and most household products such as textiles and furniture. In addition, France has laws to protect public health and the consumer interests and to deal with fraudulent practices and infringement of economic regulations. Guadeloupe generally follows France's lead.

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Payment terms

The usual terms of payment are:

- Commercial letters of Credit
- Sight and time draft
- Bank transfers
- Certified checks

3.4 Sales Promotions and Facilities

Consumers' choices are influenced by price, quality and after-sale service but they are also swayed by advertisements and lured by promotions and lifestyles depicted by the mass media. All advertising, labeling, instructions and promotional programmes must be in French. Selling products or services in Guadeloupe is similar to what obtains in other Caribbean countries.

3.5 Transportation

Between 1993 and 2003, Guadeloupe received €73 million in financial support from the European Investment Bank to develop its road and airport infrastructure. It now boasts a modern road system allowing easy access to all of the towns and cities on the island. It also has a good state-run maritime port system which handles about 90 % of export activities and an international airport.

Maritime Ports

Guadeloupe has two major seaports, Pointe-a-Pitre and Basse-Terre. Point-à-Pitre/Jarry port, which is considered the

main port, can handle more than 9 000 tonnes of cargo daily, as well as cruise ships and ferries. A large commercial and an industrial zone are located in close proximity to this port.

Basse-Terre handles about 10 % of the cargo which enters Guadeloupe. It is about 300 metres long and deals with cargo from ferries and inter-island cabotage.

The other ports are located at Marie-Galante that focuses on inter-island passenger traffic while the one at Bas-du-Fort caters largely for pleasure craft.

Airports

The international airport is located about three kilometres from Pointe-a-Pitre and boasts two terminals; Pole Caraibes, the 8th French airport to be built and one of the most modern in the Caribbean. It caters to long distance aircraft. Le Raizet, the south terminal handles short haul flights. The airport has about 11482 feet or 3 505 metres of runway. In 2003, it handles 1.76 million passengers.

The other airports listed below are:

Town	Airport
Basse-Terre	Baillif
Grand Bourg	Marie Galante
St.Barthelemy	St.Barthelemy
St. Martin	Grand Case

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4. MARKET ACCESS

4.1 Customs Tariffs

As an Overseas Department of France, Guadeloupe's import policy agrees with that operating within the European Union (EU). Imports from non-EU countries are therefore subjected to a Community Integrated Tariff (TARIC) system, and the tariff schedule is based on the Harmonized Commodity Description and Coding System (HS).

The taxes which are applied include General Customs Tax, the Octroi de Mer Tax (OM), Additional Tax to the Octroi de Mer Tax (DAOM) and Value Added Taxes which are applied on a product-by-product basis. Goods coming from African Caribbean and Pacific (ACP) countries are exempted from general Customs Tax because Guadeloupe is a fellow ACP country.

Import duties are calculated on an ad valorem basis, i.e. expressed as a percentage of the value of imported goods. This dutiable value is the "transaction value" plus freight, insurance, commissions, and all other charges and expenses incidental to the sale and delivery of goods to the point of entry into the EU customs territory (including the French Overseas Departments). The invoice price is used as the transaction value providing there is no relationship between the seller and the buyer.

4.2 Taxation

Internal Taxes

The "Octroi de Mer" (O.M): All products whether imported or produced in French Overseas Departments are generally subjected to these dock taxes. However, there are some exceptions: undertakings whose turnover is less than French Francs 3.5 million are not liable; Regional Councils can determine that certain transactions relating to categories of local products will be totally or partially exempted by applying a zero or reduced rate. This tax is 2.5% plus an 8.5% VAT. The VAT is reduced to 2.1% on food and medical products.

The value-added tax: This is applied on the "tax excluded price". All imports, except cigarettes, have an "overseas tax" of between 5 % and 25% of duty value. Cigarettes attract a tax of 73 %. VAT must be added to the price of all goods and services sold.

The quay tax: Corresponds to a tax for the unloading of goods. There are two rates, according to the size container used for transportation: US\$6 for 20 ft containers and US\$11 for 40 ft containers.

Samples and Carnets

Samples that carry no commercial value do not attract duties and taxes. Shipping documents must specify that such samples are of "No commercial value" when they are being imported into Guadeloupe. If they are being sent via the parcel post, the types of samples must be clearly identified.

Samples of commercial value can also enter duty and tax free, however a bond or deposit of the total amount of duties and taxes must

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be supplied. This money is refunded if the samples are re-exported within a year. An ATA Carnet can be used instead of this deposit.

An ATA Carnet is an international customs document which simplifies and streamlines customs entry procedures for merchandise imported to participating countries for a year. They may be used for commercial samples, professional equipment, and goods destined for exhibitions and fairs. They are accepted in Guadeloupe as a guarantee that all customs duties and excise taxes will be paid if any of the items covered by the carnet are not re-exported within the time period allowed.

Advertising matter attracts duties.

4.3 Import Documentation

The following documents are generally required by customs for imports:

- Bill of lading or Airway bill
- Commercial invoice – written in French or carrying a translation
- Certificate of origin
- EUR 1 circulation certificate (for exemption of certain taxes as an ACP member)
- Phytosanitary, fumigation or disinfection, zoosanitary certificate where relevant.

As part of the European Union, imports from third countries (non-European Union countries) are subject to regulation. A limited number of products considered to be sensitive may require a specific import license.

4.4 Labelling and Marking requirements

As can be expected Guadeloupe's regulations with regards to labels comply with those of the European Union. Labels must therefore:

- Be written in the language of the country where the products is being sold - in this case French. This does not preclude having a label in more than one language. This writing must be clear and non-promotional.
- Be used to properly identified the product
- Specify the ingredients or material constituting the product starting with the one with the highest content
- State the net quantity of product (in metric units),
- Carry the product's date of manufacture; recommended 'best used before' date; and expiry date;
- Include instructions on usage and care
- State the name of the producer, manufacturer or distributor. Registered brand names and trademarks must be used.
- State the country of origin and the lot number
- Inform of any special sales conditions or limitations of the product.
- Carry tax-included prices for all pre-packaged goods except those sold by mail order.

5. INVESTMENT PROFILE

5.1 Investment Incentive Schemes

The French Agency for International Investment is responsible for promoting investment. The French investment policy is considered among the least restrictive in the world. There is little screening of investment. However, acquisitions which have bearing on health sector, public order and national security are subjected to a review. In Guadeloupe the French regulations generally apply.

However, some investors see the disincentives to investment as high payroll; income taxes and corporate tax of about 33 %; and pervasive regulation of labour.

The main industrial incentives are:

- **Industrial equipment premium:** This ranges between 20% to 50% of the total investment depending on the project's economic interest and its job creation potential. The premium is less than US\$12,500 per new job and the project must create at least five jobs.
- **Special hotel premium:** Hotel equipment to establish tourism hotels, residential hotels, holiday villages and joint ownership real estate projects for tourism is eligible for this incentive. To qualify, the investment must be at least US\$117,000 and able to

create at least five permanent jobs.

- **Regional premium for industrial projects:** To qualify, the project must be able to generate at least three jobs. The value of these jobs will depend on the project's location.
- **Agriculture premium:** This ranges between 8% and 15% with a maximum of 20% of the investment outside taxes. It is extended to agricultural and agricultural foods firms. A subvention of as much as 20% of the investment cost can be used to increase the total with respect to co-operatives and agricultural collective interest firms.
- **Employment premium:** This can be all or part of the wages which a firm expects to pay during the first 48 months of its operation.

5.2 Industrial Zones

Zone industrielle de commercial de Jarry is considered the economic capital of Guadeloupe given the hive of activity which takes place there. Strategically located near the archipelago's main port, the industrial zone occupies an area of 247 hectares and is estimated to be the home of some 900 companies employing over 6,000 people. It includes the World Trade Center and a new telecommunication Centre and provides facilities for the installation of in-bond processing workshop with special tax-free customs status.

Guadeloupe has another industrial zone at Notivier (Sainte-Rose) and three medium-sized industrial parks (Basse-Terre, Pointe-a-Pitre and Les Abymes).

DOING BUSINESS WITH GUADELOUPE

6. ESTABLISHMENT OF BUSINESSES

6.1 Conversion and Transfer Policies

Guadeloupe does not place restrictions on the repatriation of profits, service fees, interest or royalties. However, an approved bank must be used and the investment must be one which was authorized by the government officials. Generally, the transfer of money overseas or into Guadeloupe must be done by bank transfers and through approved banking intermediaries by bank transfers.

6.2 Intellectual Property

Patents

Pharmaceutical inventions are covered by a complementary certificates (Certificats Complementaires de Protection) while all others use a patents of invention (Brevets d'Invention).

An invention is protected if it is an absolute novelty; has a non-obvious procedure and can be applied to an industrial or agriculture process. To obtain a patent an application must be made to the French National Institute for Industrial Property (INPI, that is, the Institut National de la Propriete Industrielle.) To register a patent, the inventor must has a local address.

After approval, the patent should be registered. It becomes the property of its owner who can transfer, or sell it, or grant a licence to those wanting to use it,

but no one is permitted to use it with the owner's authorization. Patents for inventions last 20 years after which they before becoming public.

Trademarks

The INPI also handles applications for trademarks. After registering, a trademark must be used for five consecutive years, if not all rights are lost. They are renewable every ten years.

Trademarks must be novel for the specific product. They can be written or designed; sonorous such as jingles and slogans but they must be recognizable by sound or sight.

Copyrights

These include artistic works, literary works and software. Copyright usually last up to 50 years after the author's death with two main exceptions. A composer's copyright lasts 70 years after the owner's death while software copyright is valid for 25 years after creation. It must be noted that software designed by a salaried employee is owned by the employer.

7. CULTURAL PRACTICES

7.1 Business Hours

Commercial:

Monday - Friday

8:00/9:00 a.m. - 12:00/1:00 p.m.

2:30/3:00 p.m. - 5:00/6:00 p.m.

Government:

Monday - Friday

7:30 a.m. - 1:00 p.m.

2:00 p.m. - 5:30 p.m.

(Some Government Offices close at 1:30 p.m. on selected days of the week)

7.2 Entry Procedures

Citizens of France and the European Union member countries need only an identity card to enter Guadeloupe. All other visitors require passports.

Citizens of Andorra, Liechtenstein, Monaco, Switzerland and the United States do not need a visa for a stay of less than three months, provided they have a valid passport.

DOING BUSINESS WITH GUADELOUPE

APPENDIX

THE PRESS

Television

- [RFO Guadeloupe](#) - public, operated by Reseau France Overseas
97163 Pointe-a-Pitre Cedex
Tel.(590)-93.96.96
Fax.(590)-93.96.82

Radio

- [RFO Guadeloupe](#) - FM 90.4 - public, operated by Reseau France Outre-mer
http://www.radiotime.com/station/s_24891/RFO_Guadeloupe_904.aspx - 24k
- [Radio Caraibes International](#) - private
www.aux-antilles.fr/site-radios-radio-caraibes-international-929.htm - 4k -
FM 98.6, FM91.5 and FM106.6”
- [NRJ Antilles](#) - private
www.nrjantilles.com

Newspapers

- France-Antilles (a regional daily)
Bd. Marquisat de Houelbourg
97122 Baie-Mahault
Fax.(590)-25.21.01
- Les Journal des Saintes
<http://www.les-saintes-guadeloupe.com/journal/journ.htm>
- La Journal de Saint Barth (weekly general news)
Tel: (590) 590 27 65 19
Fax: (590) 590 27 91 60

- Guadeloupe Diffusion Presse (SARL)
Providence BP. 297
97139 Abymes Principal
Tel.(590)-20.17.18
Fax.(590)-20.15.38
- Agence Caraibeenne de Presse
ZAC Houelbourg Voie Verte
97122 Baie-Mahault
Tel.(590)-26.92.24
- Annonces Antilles
2, Imp. Emile Dessout
97122 Baie-Mahault
Tel.(590)-26.62.35
- Top Annonces Guadeloupe
2, Imp. Emile Dessout
97122 Baie-Mahault
Tel.(590)-26.99.94
- Journal Match
35, Rue Peynier
97110 Pointe-a-Pitre
Tel.(590)-82.01.87
- Saint Barth Magazine
2, Rue du General de Gaulle
97133 St Barth
Fax.(590)-27.80.61
- Saint Martin’s Week
4, Residence des Mouettes
97150 St Martin
Tel.(590)-87.78.67
Fax.(590)-87.80.02

DOING BUSINESS WITH GUADELOUPE

MANUFACTURERS AND COMMERCIAL ORGANISATIONS

- Guadeloupe Tourist Office
5 Square De La Banque
BP 422 97163
Pointe-A Pitre, CEDEX
Tel: (33-5) 90 82 09 30
Fax: (33-5) 90 83 89 22
- Municipalite du Moule
Rue Joffre
97160 Le Moule
Tel.(590)-23.09.00
Fax.(590)-23.68.76
E-mail: mairie-moule@netguacom.fr
- Municipalite de St. Francois
Place de l'Eglise
97118 St. Francois
Tel.(590)-85.58.18
Fax.(590)-88.42.20
E-mail: st-francois@netguacom.fr
- Union Patronal de la Guadeloupe
Immeuble SCI-BTB - Voie
Principal, Z.I Jarry
97122 Baie-Mahault
Tel.(590)-26.83.58
Fax.(590)-26.83.67
E-mail: urpg@netguacom.fr
(Employers association)
- World Trade Center
Zone de commerce International
97122 Baie-Mahault
Tel.(590)-25.06.00
Fax.(590)-25.06.06
E-mail: pedurand@netguacom.fr
- Chamber of Commerce of Basse-
Terre
6, rue Victor Hugo
97100 Basse-Terre
Tel.(590)-81.16.56

Fax.(590)-81.21.17

- Agence pour la Promotion
Industrielle de la Guadeloupe-
APRIGA
Immeuble le Caducee, Morne
Vergain - BP. 514
97165 Pointe-a-Pitre
Tel.(590)-83.48.97
Fax.(590)-82.07.09
(Industrial Development Agency)
- AMPI
WTC, Zone de Commerce
International - Pointe Jarry
97122 Baie-Mahault
Tel.(590)-25.06.28
Fax.(590)-25.06.29
(Small Business Association)
- Institut de Cooperation Franco-
Caraibe
Immeuble SDIS, Bergevin
97110 Pointe-a-Pitre
Tel. (590)-26.83.58
Fax. (590)-26.83.67

ADVERTISING AND PUBLICITY MEDIA

- Agence Loremy
5, Imm. Le Quadrat - Voie Principale
ZI Jarry
97122 Baie-Mahault
Tel.(590)-26.99.69
Fax.(590)-26.99.72
E-mail: loremy@netguacom.fr
(Corporate communication,
organization of commercial and
cultural events, shows and
exhibitions)
- L'Annuaire Bleu (Acob SARL)
97122 Baie-Mahault
Tel.(590)-26.06.64

DOING BUSINESS WITH GUADELOUPE

- Fax.(590)-26.06.65
E-mail: annuaire@netguacom.fr
(Publisher of professional directories, advertising World Trade Center)
- Delice de France (D.G.C)
Centre commercial Shopping – la Rocade Nr. 3
97139 Grand Camp- Les Abymes
Tel.(590)-91.75.31
Fax.(590)-91.83.20
E-mail: delices@netguacom.fr
(Publisher of the culinary encyclopaedia “Delices de France)
 - Feedback
villa des Oliviers – 11 Res.
Nicson -Pliane
97190 Gosier
Tel.(590)-85.21.21
Fax.(590)-85.20.74
E-mail: johnatan@softel.fr
(Corporate communication, organization of cultural and commercial events, concerts, shows, and exhibitions)
 - InterMedia Caraibes
Rue Ferdinand Forest BP. 2309
97198 Jarry Cedex
Tel.(590)-26.98.69
Fax.(590)-93.63.75
E-mail: intermed@softel.fr
(Publishing paper and Internet advertising)

COMMERCIAL BANKS

- BDAF (Banque des Antilles Francaise)
30 rue Ferdinand Forest
Z.I Jarry
97122 Baie-Mahault
- BFC (Banque Francaise Commercial)
630 bd. Marquisat de Houelbourg
97122 Baie-Mahault
Tel.(590)-26.67.67
(Plus 12 agencies)
- BNP (Banque National de Paris)
13 rue Maurice Marie-Claire
97100 Basse-Terre
Tel.(590)-81.21.12
(Plus 10 agencies)
- BRED (Banque Regionale d’Escompte et de Depot)
Rue Achille-Rene Boisneuf
97110 Pointe-a-Pitre
Tel.(590)-89.67.67
(Plus 7 agencies)
- Credit Agricole (Caisse Regionale de Credit Agricole)
28 rue Frebault
97110 Pointe-a-Pitre
Tel.(590)-91.07.17
(Plus 5 agencies)
- Credit Martiniquais
Bd. Marquisat de Houelbourg
97122 Baie-Mahault
Tel.(590)-25.45.00
(Plus 35 agencies)
- Credit Martiniquais
Bd. Marquisat de Houelbourg
97122 Baie-Mahault
Tel.(590)-25.45.00
(Plus 4 agencies)
- SGBA (Societe Generale de Banque aux Antilles)
Rue Ferdinand Forest
Z.I Jarry
97122 Baie-Mahault
Tel.(590)-38.11.47 / 38.11.39
- SOGELEASE
Imm. Patio Grand-Camp

DOING BUSINESS WITH GUADELOUPE

97139 Les Abymes
Tel.(590)-83.70.97
(Hire purchase and leasing
facilities (consumer goods),
discount and short-term credit)

GOVERNMENT OFFICES

- Prefecture de la Guadeloupe
Rue Lardenoy
97100 Basse-Terre
Tel.(590)-99.39.00
Fax.(590)-81.58.32
- Regional Council
Avenue Paul Lacave
97100 Basse-Terre
Tel.(590)-80.40.40
Fax.(590)-80.40.35
- General Council
Hotel du Departement
97109 Basse-Terre
Tel.(590)-81.99.99
Fax.(590)-81.68.79
- Direction de l'Agriculture et de
la Foret (Agriculture and Forest)
Jardin Botanique
97100 Basse-Terre
Tel.(590)-99.09.09
Fax.(590)-99.09.10
- Direction Regionale du
Commerce Exterieur-DRCE
(Foreign Trade)
Zone de Commerce International,
Pointe Jarry
97122 Baie-Mahault
Tel.(590)-25.06.66
Fax.(590)-25.87.61
- Direction Regionale des Douanes
(customs)
Chemin stade Felix Eboue

97100 Basse-Terre
Tel.(590)-81.54.32
Fax.(590)-81.18.22

- INPI
Division des Brevets
26 bis, rue de Saint-Petersbourg
75800 Paris Cedex 08, France
Tel. (590) 42.94.52.52
Fax. (590) 42.93.59.30
(Patents)
- INPI
Division des Marques
32, Rue des Trois-Fontanot
92016 Nanterre, France
Tel. (590) 46.92.58.00
Fax. (590) 49.01.07.37
(Trademarks)
- Societe des Auteurs, Compositeurs et
Editeurs de Musique (SACEM)
225, Avenue Charles de Gaulle
92521 Neuilly sur Seine, France
Tel. (590) 47.15.47.15
Fax. (590) 47.45.15.92
(Copyrights)

SHIPPING SERVICES

- A.T.E (Antilles Trans Express)
6, Imm. Darse quai Gatine
97110 Pointe-a-Pitre
Tel.(590)-91.13.43
- Agence Maritime Freedom
Galisbay
97150 St. Martin
Tel.(590)-87.96.33 / 90.21
- Alizee Shipping Line
hangar 7 Port Autonome
97110 Pointe-a-Pitre
Tel.(590)-83.54.34
- Compagnie Generale Maritime

DOING BUSINESS WITH GUADELOUPE

30, Bld. Pointe Jarry
97122 Baie-Mahault
Tel.(590)-25.57.00

- Compagnie Maritime Marfret
Bld. Pointe Jarry
97122 Baie-Mahault
Tel.(590)-26.69.73

7.9 MAJOR IMPORTERS/WHOLESALEERS & DEALERS

- COFRIGO Distribution
7, Impasse des Paletuviers
Voie Verte – Z.I. Jarry
97122 Baie-Mahault
Tel.(590)-26.84.00
Fax.(590)-26.80.91
Contact: M. Marc Laureys
(Imports, production, bottling,
retailing of beverages)

8. STATISTICAL APPENDICES