



Machinery and Transport - Automotive Sector

A Top Export Prospect for Haiti

September 2014

Overview

	2011	2012	2013
Total Market Size	292.5	224.4	543.7
Total Local Production	0	0	0
Total Exports	0	0	0
Total Imports	292.5	224.4	543.7
Imports from the U.S.	190.3	134.8	150

Figures are in million USD. U.S. figures derived from the U.S. Census Bureau. Other figures are from the BRH (Banque de la République d’Haiti).

Haiti’s poor physical infrastructure was hard hit by the hurricane season in 2008, and a massive earthquake in early 2010, which had both caused major damages nationwide to road, bridges, agricultural lands and watersheds. One of the goals of the government is to repair all buildings, roads, bridges, and watersheds infrastructure, as well as to build new roads opening remote areas to allow production, primarily agricultural, to flow into primary towns and cities. As a result of the rebuilding efforts, total automotive and machinery imports more than doubled to USD 482.7 million in 2010, from USD 196.6 million in 2009. In 2011, automotive and machinery imports from the U.S. declined by 9 percent (USD 190.3 million) from 2010, and decreased by 29 percent in 2012 (USD 134.8 million). There was a new high in FY 2013, total imports valued 543.7. Total imports from United States increased 11 percent over 2012 to reach USD 150 million. The renovation of infrastructure and reconstruction efforts will likely continue to benefit the automotive sector, as demand will remain for heavy equipment and motor vehicles.

Sub-Sector Best Prospects

In response to the 2010 earthquake, the Ministry of Public Works has managed several large infrastructure projects financed by the United Nations, the Inter-American Development Bank (IDB), and the European Union. To realize these projects, new road machinery and equipment were necessary. A market likely exists for U.S. manufacturers of heavy equipment for road construction and watershed protection such as bulldozers, excavators, and tractors. Given all

the road and commercial construction taking place throughout the country, there is a market for machinery and automotive parts and service equipment. American brands, such as Ford and used GMC late models, have penetrated the market. A market for new and used American trucks and buses for both private use and public transport exists.

Opportunities

Due to the amount of public and private construction being planned and implemented, there is a demand for international construction firms to identify their interest in undertaking major projects in Haiti. Consequently, there is an increased demand for heavy road construction equipment and parts, such as tractors, loaders, bulldozers, and graders.

For private vehicles, Japanese brands, particularly Toyota, Mitsubishi, Nissan, and Daihatsu, dominate the market; the Korean brands Hyundai and Kia are entering the market at a rapid pace. A spare parts market for new and used American vehicles (including trucks and buses) exists. Demand for new private vehicles is showing a downward trend due to the fact that many international NGOs in the country have scaled down their operations. Used vehicles are often valued at higher prices in Haiti than in the United States.

Web Resources

<http://www.automeca.com/>
www.hinoto.com
www.haytrac.com
<http://bmhaiti.net/home/>
<http://www.gdgbeton.com/english/about.html>

For More Information

Economic/Commercial Officer
Ms. Skye Justice

U.S. Embassy Port-au-Prince
Tabarre 41, Route de Tabarre
Port-au-Prince, Haiti

Tel: 011-509-2229-8000

Email Address: papecon@state.gov

The U.S. Commercial Service – Your Global Business Partner

With its network of offices across the United States and in more than 70 countries, the U.S. Commercial Service of the U.S. Department of Commerce utilizes its global presence and international marketing expertise to help U.S. companies sell their products and services worldwide. Locate the U.S. Commercial Service trade specialist in the U.S. nearest you by visiting <http://www.export.gov/eac>.

Disclaimer: The information provided in this report is intended to be of assistance to U.S. exporters. While we make every effort to ensure its accuracy, neither the United States government nor any of its employees make any representation as to the accuracy or completeness of information in this or any other United States government document. Readers are advised to independently verify any information prior to reliance thereon. The information provided in this report does not constitute legal advice. The Commercial Service reference to or inclusion of material by a non-U.S. Government entity in this document is for informational purposes only and does not constitute an endorsement by the Commercial Service of the entity, its materials, or its products or services

International copyright, U.S. Department of Commerce, 2012. All rights reserved outside of the United States.