# GET IN ON THE GROUND FLOOR

Nicaragua is primarily an agricultural country, producing cotton, coffee, beef, rice, beans, tobacco, sugar, and shrimp. Its resources include fertile soil, abundant forests, gold, silver, and volcanoes capable of producing geothermal energy. Native handcrafts include wood carvings, paintings, ceramics and stone carvings. Farms in Nicaragua include individual peasant plots, collectively-run farm cooperatives, and large-scale, mechanized agro-industry. Factories range from light to medium-scale enterprises specializing in activities such as textile production and agricultural processing.

Many of these enterprises are virtually or entirely bankrupt due to the past decade of war, which drove Nicaragua's per capita gross national product even below the level of such wrenchingly poor countries as Haiti. Although the war has ended, its aftereffects produced an inflation rate of 11,000 percent in 1990, sparking labor unrest and other disturbances.

These conditions notwithstanding, it is still possible to find reasonably safe, profitable ways of trading and investing in Nicaragua. In addition, your investment can yield the most satisfying return of all: the knowledge that you have helped provide jobs, dignity and a decent future to the hardworking but poor people of Nicaragua.

## POTENTIAL BUSINESS OPPORTUNITIES IN NICARAGUA

- Training and supplying Nicaraguan producers, including farmers, small businesses, factory industries and craftspeople.
- Investment to establish new productive businesses inside Nicaragua
- Export and shipping from the Nicaraguan end
- Import and wholesaling of Nicaraguan goods at the US end
- Retail marketing of Nicaraguan goods through US stores, craft shows, direct mail and other channels
- Educational programs in schools, churches and other public settings to develop markets for Nicaraguan goods

Photo by Sonia Taddy

*Huembes Market, Managua*

*"The war is now effectively over. The economy promises to be the main battlefield on which Nicaraguan politics will be fought over the next six years."*

New York Times, March 3, 1990

## POTENTIAL MARKETS FOR EXPORT TO NICARAGUA

- Agricultural tools and inputs including seeds, fertilizer, mechanical and hand tools; irrigation equipment; livestock supplies; tractors and implements for farm tillage and transport
- Technical training and assistance in areas such as artificial insemination, dairy and cattle husbandry
- Engines, tools, parts and other supplies needed to reactivate Nicaraguan industry

## POTENTIAL NICARAGUAN PRODUCTS FOR IMPORT TO THE US

Coffee • Cotton • Beef • Rum • Shrimp and other seafoods • Textiles • Leather products • Decorative crafts (paintings, ceramics, stone carvings, woven wall hangings, pottery) • Hammocks • Honey, sugar, sesame, various tropical spices • Hardwoods • Fine wooden furniture