



Safety and Security Equipment and Supplies

A Top Export Prospect for Dominican Republic

September 2014

Overview

(Millions of U.S. Dollars)

	2012	2013	2014 (estimated)
Total Market Size	26	30	33
Total Local Production	0	0	0
Total Exports	0	0	0
Total Imports	26	30	33
Imports from the U.S.	12.5	13.7	15.1

Exchange rate: RD\$43.5 – U.S.\$1

Sources: - U.S. Import and Export Merchandise trade statistics (U.S. Trade Online)
- Dominican Republic Customs Directorate

The safety and security industry as a formal and regulated sector in the Dominican Republic had its beginning in the early 1970's. Today, there are over 150 companies providing security services, including guards, alarms monitoring, protection (body guards), among other services.

In the last ten years, the Dominican Republic has experienced a significant increase in crime. As a result, there has been a growth in the Dominican private security services industry affecting the composition of the sector. Citizens recognized the lack of resources by the National Police to adequately protect property and human lives.

Dominican society is extremely concerned with its safety and security. New strategies on how to better secure personal property, sensitive areas and installations, as well as personal safety are continuously being developed. There is a strong demand in the market for security training and security management, due to sub-standard training and skills of the several local private security companies. The private sector is the major end-user of safety and security systems, equipment and services.

On May 30, 2014 Dominican Government launched the 911 Emergency System for the country's capital Santo Domingo. This system includes electronic surveillance cameras, radios, and other related equipment. It's expected that in the upcoming months, the system will be expanded to other Dominican locations.

Sub-Sector Best Prospects

U.S. market share of the alarm systems and parts has market been approximately 45% for the last three years. Industry contacts expressed a preference for U.S. products due to quality and after-sales service.

At the same time, advancement in technology is restructuring the industry approach to security, in particular, the replacement of guard services with electronic surveillance, alarms, and closed circuit televisions. This is evident in the retail industry where a variety of high tech, cost effective and stealth electronic security devices are being used.

There is also a strong demand for identification and access control equipment and services, monitoring and control devices, video monitors, camera warning and signaling devices, personal protection devices, emergency response vehicles and investigative equipment and services; and the associated training needed for the proper use of these systems.

There are over 50 providers of alarm monitoring services country-wide, serving over 20,000 accounts. Around 20 percent of the alarm monitoring providers operate their own armed guard patrol response; the other 80 percent subcontract those services and/or receive support from local police. The alarm companies are not regulated, but overseen by the Dominican Republic Armed Forces' Private Security Superintendence.

End-user receptivity to U.S. products/services in Dominican Republic is high; however the Dominican market is extremely price sensitive, and price continues to be the principal factor in selection.

Web Resources

Sistema Nacional de Atención a Emergencias - 911 System
<http://www.911.gob.do>

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