



Printing and Graphic Arts Equipment and Supplies

A Top Export Prospect for Dominican Republic

September 2014

Overview

Printing and Graphic Arts Market Value (in millions of U.S. dollars)

	2012	2013	2014 (estimated)
Total Market Size	338	347	355
Total Local Production	0	0	0
Total Exports	0	0	0
Total Imports	338	347	355
Imports from the U.S.	173	192	197

Exchange rate: RD\$45.50 – U.S.\$1

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

The printing and graphic arts equipment and supplies industry in the Dominican Republic is the largest in the Caribbean, with over 2,000 companies operating in the local market, approximately 80 percent of which are small enterprises. The balance includes newspapers and periodicals, distributors and wholesalers of paper, machinery, and consumable products. There is no local production of printing and graphic arts equipment and supplies, the demand being entirely supplied by imports.

The total Dominican market size for printing and graphics arts equipment, spare parts and consumable products, including printing paper, was U.S. \$347 million in 2013. Industry insiders expect a slight market increase of 3 percent in 2014, despite the impact of the slowdown of the Dominican economy over the past few years, and the implementation of a tax reform package that increases sales tax and impacted general sales significantly.

The U.S. plays an important role in supplying the printing and graphics market in the DR.

Sub-Sector Best Prospects

- Pre-press (used and new equipment)
- Digital equipment
- Wide-format printing equipment
- Offset printing presses
- Plotters

- Cutters
- Printing numbering machinery
- Flexography equipment
- Parts for printing machinery
- Gravure printing machinery
- Consumable supplies and inks
- Computer hardware and software for PGA industry
- Art and designing software
- Newsprint paper, paperboard, and paper in rolls

Opportunities

Over the last few years, the printing and graphic arts industry in the DR has proved to be robust and continues to offer export opportunities for U.S. exporters. Demand for printing and graphics arts products is expected to grow partly due to the implementation of the National Literacy Plan and extended school hours under which educational material is being printed by local printing companies, especially by small and medium enterprises, as well as to the demand for printed packaging and labels in the cosmetics, food and pharmaceutical industries. There is also a Dominican government program managed through the Ministry of Education, Science and Technology that supplies all public schools with text books for students. In the past, these books were printed out of the country, but according to a new policy of the President Medina administration, books for public schools must be printed locally.

Another factor that contributes to the increase in demand for printing equipment is the policy implemented by the Dominican Internal Revenue Service (DGII) that fiscal expense vouchers are mandatory and requires the installation of cash registers that produce fiscal expense vouchers (comprobante fiscal) for all persons and companies that perform asset transfer operations or provide services. Therefore, all companies that sell products or services have to use them. This procedure has resulted in an increase in the demand for new printing equipment with numbering capability.

Web Resources

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