

## Study on Italian Market for Medical Devices Hot off the Press

Canadian manufacturers considering new export markets for medical devices could greatly profit from a study just completed by the Canadian Consulate General in Milan, Italy.

Italy is an affluent market of 57 million people currently importing approximately 70 per cent of its consumption of medical devices.

With the ongoing reform of the Italian health care system, promising new opportunities have emerged for medical devices manufacturers with innovative products. In addition, Italian importers and distributors are eager to locate new supply sources.

The study gives a good picture of the Italian health care system and market and useful insights and tips

on distribution channels, access issues, contracting, specific sectors, and other subjects, together with the most up-to-date statistics and figures available.

To receive a free copy of this new study, contact Sandra Marchesi, Canadian Consulate General, Milan, fax: (39-02) 6758-3900, e-mail: [sandra.marchesi@milan01.x400.gc.ca](mailto:sandra.marchesi@milan01.x400.gc.ca)

## New Guide to Export-Import Basics

Companies new to international trade are often faced with a variety of issues in attempting to put together their first export-import contract.

*Export-Import Basics*, a new how-to guide produced by the International Chamber of Commerce (ICC), provides practical information on a full range of rules, documents and contracts typically used in international trade transactions.

Focusing on the legal framework underlying export-import transactions, this concise handbook discusses international con-

tracts of sale, international agency and distributorship agreements, transport practices and documentation, export credit and risk management, and electronic data interchange. It includes a glossary of the most important technical and legal terms and abbreviations, along with a list of helpful books and information sources.

The latest in a series of indispensable ICC up-to-date practical guides for international trade, *Export-Import Basics* is a valuable reference for the experienced international trade practitioner and an essential resource for

the novice. Bankers, lawyers and traders will also benefit from its insights into neighbouring fields.

Other ICC publications cover the subjects of banking and finance, documentary credits, international arbitration, business law and practice, marketing and advertising, and art trade and law, among others.

For more information on, or to order, *Export-Import Basics* (\$78.00) or any other ICC publication, contact the Canadian Council for International Business (CCIB), tel.: (613) 230-5462 ext. 243, Internet: [www.ccib.org](http://www.ccib.org)

Info  
Centre

DFAIT's InfoCentre provides counselling, publications, including market reports, and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

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