

REPORT: OAG

88/89

SECTOR FACT SHEETS (Cont'd)

SECTOR: 002 FISHERIES, SEA PRODUCTS &amp; SERV.

MISSION: 404 MILAN

MARKET: 237 ITALY

3 yr Cumulative Export Export Potential For Key SubSectors	Next Year Projected Market Size For Key SubSectors	Current CDN Exports Market Share For Key SubSectors
\$ 60 - 120 M	\$ 1,700.00 M	1.71 %

KEY SUBSECTOR: 021 FISH &amp; SHELLFISH &amp; OTHER PROD

3yr Cumulative Export Potential	Next Year Projected Market Size	Current Canadian Market Share
\$ 30 - 60 M	\$ 1,200.00 M	1.40 %

Specific Product or/Service Opportunities:

	Current Imports (\$CDN)
SALMON	\$ 20.00 M
COD	\$ 3.40 M
LOBSTER	\$ 3.00 M
CLAMS	\$ .60 M

KEY SUBSECTOR: 022 PROCESSED FISH &amp; SHELLFISH

3yr Cumulative Export Potential	Next Year Projected Market Size	Current Canadian Market Share
\$ 30 - 60 M	\$ 500.00 M	2.50 %

Specific Product or/Service Opportunities:

	Current Imports (\$CDN)
COD FISH (SALTED AND DRY)	\$ 107.00 M
SALMON (SMOKED)	\$ 30.00 M
SALMON (CANNED)	\$ 5.00 M
CRABS	\$ 3.00 M