

NOTICE TO READERS

The Canadian Embassy in Rome and the Canadian Consulate General in Milan, in their 1992-1993 post plans, identified "Fish, Shellfish and Other Fish Products" as a priority subsector for market development activities by the posts.

This report elaborates on the post plans and provides supplemental information on the Italian market for fish products. It is intended:

- to make Canadian fish exporters aware of the export market opportunities for fish in Italy;
- to provide exporters with sufficient information to assess whether further exploration of the market is warranted;
- to facilitate contacts with Italian fish buyers;
- to provide helpful information to Canadian fish exporters, and to make them aware of the services provided and activities undertaken in support of Canadian export development by trade officers in the Canadian Embassy in Rome and in the Canadian Consulate General in Milan;
- to promote discussion of fish export interests, priorities, competitive challenges and marketing efforts in Italy.

Preparation of these guidelines has been identified as a project under the Atlantic Adjustment Program.

Care has been taken to assure the accuracy of the information in this report at the time of preparation. Nevertheless, exporters are advised to verify all relevant details with prospective buyers and to adhere to the specifications set by Italian importers and authorities.

We want to hear about your efforts to develop the Italian market for fish and fish products, both successful and unsuccessful. If we have missed important information, please let us know.

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