

ENVIRONMENT FOR CANADIAN EXPORTERS

FACTORS FAVOURABLE TO CANADIAN EXPORTERS

Aggressive commercialization
 Activities linked to trade fairs
 Canada is one of the few sources of high quality seafood
 Shortness of supply in Europe
 Competitive pricing

FACTORS WHICH CONTRIBUTE TO LIMIT CANADIAN EXPORTS

Import restrictions are a significant impediment in this sector
 Import duties are high
 Restrictive quotas
 Restrictive standards
 Non-competitive pricing
 Lack of promotion and advertising
 Limited appreciation/understanding of distribution system by Canadians exporters
 Limited Canadian capabilities in some species
 Market prospects have not been adequately explored
 Unsuitable product
 Slow registration procedures

TIPS ON APPROACHING THE MARKET

There are good export opportunities for selected Canadian fish products in Italy. The post in Milan has identified several, namely salmon, live lobster, clams and cod fillets. However, there are some disadvantages for Canadians. Over the years, the Dutch, French and Scandinavian suppliers have developed an expertise in meeting the requirements of the Italian market. This factor, as well as their proximity to the market and tariff preferences, mean that they can generally outperform Canadian newcomers on a price basis.

The following information may be useful in general terms in approaching the Italian market:

1. Finding a niche: For many companies, the secret of success, particularly on the highly competitive consumer market, is to identify and exploit a narrow market segment. To identify this niche, on-the-spot market research is virtually essential. Given the regional variations in consumer spending patterns in Italy. Exporters should seek local advice to determine whether their product is accepted well in a particular area.