

POST : 404-MILAN

002-FISHERIES, SEA PRODUCTS & SERV.
ITALY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

CANADIAN COMPANIES ENQUIRIES REQUESTING DISTRIBUTORS HAVE SIGNIFICANTLY INCREASED. WE CONTINUE TO EXPAND OUR NETWORK OF DISTRIBUTORS AND BUYERS.

FOUR NEW MAJOR DISTRIBUTORS.

WE CONTINUE TO RESPOND TO ITALIAN ENQUIRIES RE CANADIAN AQUACULTURE TECHNIQUES (SERVICES).

NOT A QUANTIFIABLE SECTOR.

COMMERCIAL OFFICER WILL VISIT PACIFIC COAST FISHERIES INDUSTRY SEPT. 86 AND WILL BE ADVISING CDN. PRODUCERS OF ITALIAN MARKET REQUIREMENTS.

INCREASED ACTIVITY BY CANADIAN FISH/FOOD EXPORTERS OF AG. SMOKED SALMON, LIVE LOBSTER, CLAMS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ARRANGE NEW DISTRIBUTORS/AGENCIES FOR SALE OF FROZEN/SMOKED SALMON & CRUSTACEANS. ALERTED ITALIAN MARKET TO AVAILABILITY OF NEW CDN SPECIES.

ONE EXCLUSIVE AGENCY AGREEMENT ESTABLISHED FOR SMOKED SALMON-2 AGREEMENTS TO BE CONCLUDED. SALES INCREASED FOR SMOKED SALMON, CRUSTACEANS. DURING VISIT OF B. WHITE (ESTOTT/TAN) ESTABLISHED WITH ITALIAN IMPORTERS THEIR WILLINGNESS TO LOOK AT IMPORTERS.

QUARTER: 1 EXPOSE ITALIAN FISHING INDUSTRY TO CDN EXPERTISE, CAPABILITIES AND EQUIPMENT.

SECURED COMMITMENT BY MAJOR ITALIAN GROUP TO ATTEND HALIFAX FISHERY AND FISH EQUIPMENT EXHIBITION. PUBLISHED ARTICLES OF CDN FISHING TECHNOLOGY IN PRINCIPAL ITALIAN FISHING TRADE PUBLICATION.

QUARTER: 2 FISHING INDUSTRY PARTICIPATION IN MAJOR FISH/EQUIPMENT EXHIBITION IN ANCONA IN 1988.

NEW EXPORTS ESTABLISHED WITH EXISTING IMPORTERS FOR LOBSTER, COD (WHEN SUPPLY IS AVAILABLE), AND CRUSTACEANS. RECIPROCAL CONTACTS ESTABLISHED IN FISHING INDUSTRY BETWEEN ANCONA, ITALY AND HALIFAX, NOVA SCOTIA.

QUARTER: 3 ORGANIZED VISIT TO HALIFAX FISH EQUIP. EXHIBITION FOR MAJOR ITALIAN BUYER. CANVASSED SEAFOOD DISTRIBUTORS WHO WERE NOT CURRENTLY HANDLING CDN PRODUCTS & INTRODUCED THEM TO NEW CDN SOURCES.

EXPORT ORDER FOR CDN LONG LINE SYSTEM. DEVELOPED A LIST OF KEY ITALIAN SEAFOOD DISTRIBUTORS & INTRODUCED MORE CDN SEAFOOD PRODUCTS TO ITALY (5 NEW SALES AGREEMENTS & 5 NEW AGENCY AGREEMENTS).

QUARTER: 4 A 600 STORE WINDOW PROJECT WAS PLANNED WITH THE COOPERATION OF SEAGRAM, CAIL AND LOCAL SEAFOOD IMPORTERS. UNFORTUNATELY, KEY PARTNER BACKED OUT IN FINAL STAGES OF PROJECT CAUSING TERMINATION OF CONSIDERABLE INPUT.

TWO MAJOR BUYING CONNECTIONS ESTABLISHED, HOWEVER, WE HAVE BEEN UNABLE TO OBTAIN SUFFICIENT SUPPLIES FOR THIS MARKET (E. G. SALMON AND CRUSTACEANS).