

NOTICE TO READERS

The Canadian Embassy in Rome has in the past identified opportunities in the fisheries sector in 1985, pointing to the existence of certain opportunities which Canadian seafood exporters might pursue. This document has been prepared with a view to providing small- to medium-sized Canadian fish and seafood exporters with basic information on the Italian market.

The report identifies market opportunities of potential interest to Canadian seafood exporters including data on the Italian market and seafood consumption patterns. Information on changes in imports, marketing opportunities and market access. Major fish and seafood imports, wholesale prices, distribution, brokers-agents, international trade fairs and the Canadian Trade Division in the Department of Foreign Affairs and International Trade are provided for Canadian seafood exporters interested in the Italian market.

Care has been taken to ensure the accuracy of the information at the time of preparation. However, prudent Canadian exporters are advised to check all relevant data with the appropriate commercial contacts and to consult their regulatory and regulatory set of Italian agencies and authorities.

The report is one in a series of "Country Profiles" prepared by the Sectoral Liaison Section of the (TOSA) Foreign Affairs and International Trade. Queries about the report, or other questions, should be directed to TOSA, 125 Sussex Drive, Ottawa, (Fax: (613) 944-1031). A condensed version of the document is available through the book at (813) 944-4300.

A majority of the information is based upon a similar report prepared by Michael McDermott of the Canadian Embassy in Rome, and the Director of the Canadian Consulate General in Milan.

The report was researched and compiled by Gary B. Smith of WFF-GAR, and edited by Maria Foubert of Foreign Affairs and International Trade.