

MAJOR COMPETITORS

The Canadian Embassy in Rome and the Consulate General in Milan have estimated the major competing countries in the Italian seafood market as part of the synopsis form of its work-plan for the fiscal year 1992-93.

ITALY	40%
DENMARK	9%
FRANCE	6%
NETHERLANDS	6%
SPAIN	6%
NORWAY	3%

ACTIVITIES PLANNED FOR 1992-93

PROMOTION OF WILD CANADIAN SALMON AND LOBSTERS

Target : Maintenance of market share

INCOMING FISHERY MISSION TO PACIFIC COAST

Target : Promotion of wild salmon with smokers/buyers

AQUACULTURE MISSION TO VANCOUVER

Target: Promote know-how/technology transfer in this emerging sector

REGISTRATION OF MORE CANADIAN PLANTS FOR EXPORT OF QUICK-FROZEN FISH PRODUCTS

Target: To register additional plants

AUTHORIZATION OF ATLANTIC WATERS AND SPECIES FOR EXPORT OF SHELLFISH TO ITALY

Target: Authorization of waters and species

SURVEY OF IMPORTERS