
NOTICE TO READERS

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The Canadian Embassy in Rome has in the past identified opportunities in the fisheries sector in 1995, 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 economy and seafood consumption patterns. Information includes data on imports, marketing opportunities and market access. Major fish and seafood importers-wholesalers-distributors-brokers-agents; International Trade Centres across Canada; and the Geographic Trade Divisions 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 fish and seafood exporters are advised to check all relevant details with their commercial contacts and to adhere strictly to the requirements and regulations set by Italian importers and authorities.*

The report is one in a series of "Country Guidelines" prepared by the Sectoral Liaison Secretariat (TOSA), Foreign Affairs and International Trade. Queries about the report, or other guidelines, should be directed to TOSA at 125 Sussex Drive, Ottawa. [Fax:(613) 943-1103]. A condensed version of this document is available through *FAXLINK* at (613) 944-4500.

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

The report was researched and formatted by Gary G. Smith of *INFI-GAR*, and vetted by Martin Foubert of Foreign Affairs and International Trade.

INTERNATIONAL TRADE CENTRES

BIBLIOGRAPHY