

PUBLICATIONS

Canada-Italy Trade

Italy is Canada's 10th largest export market and Canadian sales to that country have exceeded \$1 billion every year since 1988.

Despite the current recession and the recent lira devaluation, Canadian sales of finished products are increasing. As the country restructures politically and economically, Italy continues to provide an excellent market for Canadian firms in niche technologies.

For example, the modernization of Italy's telecom network requires the utilization of foreign expertise and is an area where Canadian firms can compete. Market opportunities also exist for software and for environmental equipment and services.

Small and medium-size Italian companies have long been trading in Mediterranean countries and in the former Eastern Block and make good potential partners for Canadian companies looking to tackle those markets.

This text is an excerpt from *Canada-Italy Trade Overview* prepared by the trade promotion staff of the Canadian Embassy in Rome and the Canadian Consulate General in Milan. To obtain a copy of the complete text, telephone InfoEx at 1-800-267-8376 (Ottawa area: 944-4000). Fax: (613) 996-9709.

Italy Agri-Food Profile

Italy suffers from a chronic agri-food trade deficit, particularly in such sectors as cereals and oilseeds, livestock, meat and dairy products.

In spite of this deficit situation, the market is not easy to break into as the Italian agri-food industry is sophisticated and has a tradition of delivering high-

quality products.

The industry benefits from a market sheltered by tariff and non-tariff barriers and language considerations present a problem for third-country firms.

However, market opportunities for Canadian exporters exist in long-standing traditional sectors such as breeding cattle/semen, blending wheat and seed potatoes; and for products developed to meet specific Italian and European market needs such as horse meat, pulses, special crops and seeds.

Besides the above-mentioned products, several specialty items are showing some promise, including maple products, honey, fine foods, alcoholic and non-alcoholic beverages and health foods.

Participation in the major European and Italian food shows such as Anuga in Cologne, Sial in Paris, Cibus in Parma and Expo Food in Milan is considered an excellent vehicle to reach Italian buyers.

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Asian Aerospace

The *Asian Aerospace Opportunities Study*, sponsored by the western Canadian provincial governments and the Canada-ASEAN Centre in Singapore, is a comprehensive analysis of this dynamic industry and the possible opportunities for Canadian companies wishing to participate in one of the world's fastest-growing regions.

The study focuses on aerospace

development in such countries as Hong Kong, Indonesia, Korea, Malaysia, Philippines, Singapore, Taiwan and Thailand, and seeks to develop a strategy to strengthen the aerospace marketing links between Canada and these regions.

Nearly 200 Asian aerospace companies were profiled in the report which includes an assessment of business risks, forming strategic alliances, developing a marketing presence, and selecting an agent/distributor. In each country, five aerospace sectors were examined: manufacturing, repair and overhaul, military, airport development, and satellite communications.

The study revealed the Asian economy to be one of the world's most buoyant. An average annual growth of 8 per cent in scheduled air traffic has been experienced for the past decade and predictions are that a similar high rate of growth will continue through the next decade. By the turn of the century, the Asia-Pacific region is expected to surpass Europe as the second-largest generator of both passenger and freight traffic.

To obtain a copy of this study, send your request (with your business card) to Asia Pacific South Trade Development Division, DFAIT, Ottawa. Fax: (613) 996-1248.

China on Tap

Reports from a recent conference and other sources now are available in book form. *China: Tapping the Opportunity* (approx. \$172) and *Doing Business in China* (approx. \$125) may be ordered from Insight Press, 55 University Avenue, Suite 1700, Toronto M5J 2V6. Tel.: (416) 777-1363. Fax: (416) 777-1292.