

CANAD EXPORT



Focus on Italy

LOOK AT ITALY: MUCH MORE THAN *DOLCE VITA*

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Fashion and design, food, fast cars and short-lived governments. For many, these are the initial images of Italy. A closer look reveals Italy as an extremely rich market and an exciting source for partnerships and technology.

There are excellent prospects for Canadian companies to export or licence production, particularly in:

- * software
- * telecommunications
- * environmental industries, especially wastewater and solid waste
- * automotive parts
- * medical devices
- * fish and seafood products

The Commercial Divisions of the Canadian Embassy in Rome and the Canadian Consulate General in Milan can help assess if Italy is a priority market for Canadian companies.

Personnel can assist in planning a program that will help companies evaluate the market and identify potential collaborators as well as help to define which approach will work best: an agent, distributor, licencing agreement, joint venture or a direct investment.

The type of distributor or partner depends on a company's products' characteristics: for high-value added products, a committed partner, able to adapt products to Italian norms and language,

and to offer complete marketing, service and training support, is especially important.

Profitable Partnerships

Canadian companies should also look to Italy for partnerships that can provide access to innovative manufacturing technology and machinery manufacturing capabilities, and to the European Union (EU) market.

Italian small and medium enterprises (SMEs) have driven Italy's economic growth and have developed ingenious processes and machines for applications (e.g. food processing and packaging, machine tools, automation and process control, telecoms, energy sector machinery, plastics, footwear, petrochemical technology and automotives).

They are the world leaders in sub-sectors, including stone-working, wood-working, ceramics and vegetable processing machinery.

Acquiring product mandates or technologies from Italy can enhance the competitiveness of Canadian companies within the North American market.

Italian machinery and processes are renowned as innovative, compact and flexible, allowing automation of customized production — as sales in Germany and France attest.

Now Italian businesses are turning their attention to North America and many are interested in forming partnerships with a local company that knows the market, has established distribution channels and similar production

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