

POST : 404-MILAN

002-FISHERIES, SEA PRODUCTS & SERV.
ITALY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

CANADIAN COMPANIES ENQUIRIES REQUESTING DISTRIBUTORS HAVE SIGNIFICANTLY INCREASED. WE CONTINUE TO EXPAND OUR NETWORK OF DISTRIBUTORS AND BUYERS.

FOUR NEW MAJOR DISTRIBUTORS.

WE CONTINUE TO RESPOND TO ITALIAN ENQUIRIES RE CANADIAN AQUACULTURE TECHNIQUES (SERVICES).

NOT A QUANTIFIABLE SECTOR.

COMMERCIAL OFFICER WILL VISIT PACIFIC COAST FISHERIES INDUSTRY SEPT. 86 AND WILL BE ADVISING CDN. PRODUCERS OF ITALIAN MARKET REQUIREMENTS.

INCREASED ACTIVITY BY CANADIAN FISH/FOOD EXPORTERS OF AG. SMOKED SALMON, LIVE LOBSTER, CLAMS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ARRANGED NEW DISTRIBUTORS/AGENCIES FOR SALE OF FROZEN/SMOKED SALMON AND CRUSTACEANS. ALERTED ITALIAN MARKET TO AVAILABILITY OF NEW CDN SPECIES.

1 EXCL. AGENCY AGREE. ESTABL. FOR SMOKED SALMON
-2 AGREE. TO BE CONCLUDED. SALES INCR. FOR BOTH
SMOKED SALMON & CRUSTACEANS. DURING VISIT OF
B. WHITE (EXTOTT/TAN) ESTABL. WITH ITLN IMPRTRS
THEIR WILLINGNESS TO LOOK AT IMPORTS OF NEW FISH

QUARTER: 1 EXPOSE ITALIAN FISHING INDUSTRY TO CANADIAN EXPERTISE, CAPABILITIES AND EQUIPMENT.

SECURED COMMITMENT BY MAJOR ITALIAN GROUP TO
ATTEND HALIFAX FISHERY & FISH EQPT. EXHIBITION.
PUBLISHED ARTICLES OF CDN FISHING TECHNOLOGY IN
PRINCIPAL ITALIAN FISHING TRADE PUBLICATION.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----