

ITALY, THE MARKET IN BRIEF

Italy accounts for 0.80% of all Canadian exports. In 1990, Canada exported \$1,188,449,000 of goods, while importing \$1,954,899,000 of goods from Italy.

Italy is an important market for high value/quality fish products, notably frozen and smoked salmon, salt cod and lobster. Italy's increasing dependence on imported fish continues to grow. In 1990, it imported about (60%) of its annual consumption requirements of approximately 923,000 tonnes, i.e. 548,130 tonnes of fish. Per capita consumption was up to 16 kg.

In 1990, Italians consumed \$4.8 billion worth of fish, and Canada had 0.46% of that market with exports valued at \$22.2 M. Frozen B.C. salmon accounts for one-third of Canadian imports.

Good prospects exist for live lobster, salmon, clams and cod fillets. Strong Canadian supply capability should be emphasized.

Salt cod exports should continue to find a niche at the upper end of the market. Regarding underutilized species, Italy may offer some opportunity for hake and eels.

COUNTRY DATA

Main cities:

Rome, Milan, Naples, Turin, Genoa and Palermo, Bologna, Florence, Catania and Venice

Population : 57,673,000 (1990)

Area : 301,230 sq. km

Density of population : 191 per sq. km (1990)

GNP (1990): \$US 826,138,000,000; GNP per capita: \$US 13,814

Economy : Free Market Economy

Currency : Lira (990 to Canadian \$, date: 28-12-91)

Average in 1988: 1046 Lira to Cnd \$

1989: 1130 " " "

1990: 1034 " " "

Weights and measures : Metric

Language : Italian; parts of Trentino-Alto Adige region (for example, Bolzano) are predominantly German-speaking; significant French-speaking minority in Valle d'Aosta region; Slovene-speaking minority in the Trieste-Gorizia area.