
NOTICE TO READERS

ABSTRACT

The Canadian Embassy in Rome has in the past identified opportunities in the fisheries sector in Italy, pointing to the advantages of certain opportunities for Canadian seafood exporters. 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 for Canadian seafood exporters including data on the Italian economy and seasonal consumption patterns. Information includes data on imports, marketing opportunities and market access. Major fish and seafood importers, wholesalers/distributors,

Italy: Guidelines for Canadian Fish Exporters 1995 provides an overview of the Italian market for fish and seafood products. Included is information on various aspects of the Italian economy including: basic data; seafood market in brief; consumption trends; distribution channels; market access; trade contacts; and trade statistics.

While the information is current at the time of preparation, however, prudent Canadian fish and seafood exporters are advised to check all relevant details with their commercial contacts, which comply with the requirements and regulations set by import countries and suppliers.

The report is one in a series of "Country Guidelines" prepared by the Sectoral Liaison Secretariat (SLSA), Foreign Affairs and International Trade. Queries about the report, or other guidelines, should be directed to SLSA at 125 Sussex Drive, Ottawa. (Fax: (613) 943-1100). A condensed version of this document is available through FARELIFE 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 SLSA, and verified by Martin Foubert of Foreign Affairs and International Trade.