

2. Trade fairs: Trade fairs are a crucial part of selling in Italy. They provide exporters perhaps the best possible gateway to the market. The large food fairs in SIAL (France), ANUGA (Allemagne) and SIPRAL (Italy) are rightly recommended. Exporters wishing to take advantage of the trade fairs in Italy are encouraged to contact the Western Europe Trade and Investment Bureau of External Affairs and International Trade Canada.

3. Sources of information: There are many official and quasi-official sources of information. In addition to Trade Commissioners in Canada and abroad, the Canadian Association of Fish Exporters (CAFE) in Ottawa can provide market intelligence and advice on markets. The Italo-Canadian Chamber of Commerce, with branches in Montreal and Toronto, may give some assistance. Information on the tariffs of the European Community can be obtained at their Ottawa office. The following Italian fisheries journals and trade magazines may also be useful information sources.

GAZZETTINO DELLA PESCA
Ente Autonomo Fiera di Ancona
Molo Sud, 60100
Ancona Italy

CORRIERE DELLA PESCA E DELL'AGRICOLTURA
Via Tirso, 90
00198 Roma, Italy

GIORNALE DELLA PESCA
Via Ghibellina 25
50122 Firenze, Italy

IL PESCE
Publicita Italia SAS
Via Taglio 24
41100 Modena, Italy

LA PESCA ITALIANA
Corso d'Italia 92
00198 Roma, Italy

PESCARE
Via Milton 7
50129 Firenze, Italy

4. Adapting to the market: Any firm trying to break into the competitive Italian market must maintain consistently high product standards. In practical terms, this means that exporters must comply with technical specifications but also ensure prompt and complete responses to requests for offers, precise grading of products, complete and accurate labelling of packages, and speedy shipments.