

## TRADE PROMOTION EVENTS

### ITALIAN FISH AND SEAFOOD IMPORTS Leading Product Types 1992

Below is a list of the most important food sector trade fairs held in Italy, with brief indication of their dates and size. Also of growing value in penetrating the Italian market is participation in the major European food shows such as ANUGA in Cologne and SIAL in Paris. Italian buyers regularly attend both of these exhibitions, and can be invited to visit the firms exhibiting at the Canadian national stand.

#### Italian Food & Fishing Shows:

##### **EXPO FOOD - International Food Products Show**

Milan, November 1995. International, annual. Exhibitors in 1993: 807. Visitors in 1993: 70,000 trade visitors. Organizer: EXPO CTS; Via Serbelloni 2-20122 MILANO (MI); TEL: 02-77181, FAX: 02-781828

##### **CIBUS - International Food Products Fair**

Parma. May 1996. Biennial. Exhibitors: Italian 1322, foreign 243. Visitors: Italian 85404, foreign 5010. Organizer: Alimentare Servizi s.r.l.; Via M. Polo 43-00154 ROMA, Tel: 06-5903534, Fax: 06-5903342

**MOSTRA INTERNAZIONALE DELL'ALIMENTAZIONE** - International Catering Show-Rimini, 12-16 February 1995. Annual. Exhibitors: Italian 536, foreign 207. Visitors: Italian 51049, foreign 1145. Organizer: E.A. Fiera di Rimini; Via de Fiera 52-47037 RIMINI, Tel: 0541-711711, Fax: 0541-774313

**AQUACULTURA**-International Biennial Aquaculture Exhibition. Verona, October 1996. International, bi-annual. Exhibitors: Italian 93, foreign 62. Visitors: Italian 19765, foreign 1082. Organizer: Ente Autonomo per le Fiere di Verona, Casella Postale # 525-37100 VERONA, Tel: 045-588111, Fax: 045-588288

**FIERA INTERNAZIONALE DELLA PESCA** - International Fishing Fair. Ancona, May 1995. Annual. Exhibitors: Italian 114, foreign 88. Trade visitors: Italian 5061, foreign 993. Organizer: E.A. Fiera di Ancona, Largo Fiera della Pesca 11-60125 ANCONA, Tel: 071-58971, Fax: 071-5897213

#### Major European Food Fairs:

##### **SIAL International Food Fair**

Parc des Expositions de Paris Nord, Villepinte (PARIS), France, October 1996-International, biennial, trade. For information, contact Canadian Embassy, Paris.

##### **ANUGA International Food Fair**

Cologne Fair Grounds, Cologne, Germany, late October 1995 - International, biennial, trade. For information, contact Canadian Embassy, Bonn.

##### **EUROPEAN SEAFOOD EXPOSITION**

Brussels, Belgium, April 1995-International, annual, trade. Exhibitors in 1993: 235, most of which foreign. Visitors in 1993: 5492 from 85 countries(industry/trade only). Organizer: ESE c/o Brussels Exhibition Centre, Place de Belgique-B-1020 BRUSSELS, Belgium, Tel: 0032.2.477.0541, Fax: 0032.2.477.0542